

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(I)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 26, 1986

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XX(S)	48.3	41,490
2	SUPER BOWL XX KICKOFF SPL(S)	41.7	35,820
3	BILL COSBY SHOW	36.6	31,440
4	SUPER BOWL XX POST(S)	35.4	30,410
5	FAMILY TIES	32.8	28,180
6	MURDER, SHE WROTE	25.3	21,730
7	CHEERS	25.0	21,480
8	NBC SUNDAY NIGHT MOVIE	24.2	20,790
9	GOLDEN GIRLS	24.0	20,620
10	60 MINUTES	23.8	20,440
11	MIAMI VICE	23.2	19,930
12	DALLAS	22.6	19,410
13	NIGHT COURT	22.5	19,330
14	DYNASTY	22.3	19,160
15	KATE & ALLIE	21.7	18,640
16	NEWHART	21.3	18,300
17	GRAND OLE OPRY'S 60TH ANV(S)	21.1	18,120
17	227	21.1	18,120
17	WHO'S THE BOSS?	21.1	18,120

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XX(S)	41.2	92,570
2	SUPER BOWL XX KICKOFF SPL(S)	35.3	79,230
3	SUPER BOWL XX POST(S)	29.6	66,450
4	BILL COSBY SHOW	29.1	65,210
5	FAMILY TIES	24.4	54,730
6	NBC SUNDAY NIGHT MOVIE	17.7	39,740
7	SUPER BOWL XX PRE(S)	17.7	39,650
8	CHEERS	17.1	38,440
9	GOLDEN GIRLS	16.3	36,660
10	MURDER, SHE WROTE	15.9	35,600
11	MIAMI VICE	15.8	35,360
12	WHO'S THE BOSS?	15.5	34,760
13	NIGHT COURT	15.0	33,700
14	GROWING PAINS	14.9	33,440
15	MOONLIGHTING	14.4	32,350
16	227	14.2	31,940
17	DYNASTY	13.9	31,300
18	DALLAS	13.9	31,290
19	60 MINUTES	13.8	30,990

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XX(S)	40.4	36,140
2	SUPER BOWL XX KICKOFF SPL(S)	34.1	30,540
3	BILL COSBY SHOW	30.3	27,140
4	SUPER BOWL XX POST(S)	28.8	25,750
5	FAMILY TIES	26.0	23,330
6	MURDER, SHE WROTE	21.9	19,650
7	GOLDEN GIRLS	20.4	18,230
8	DALLAS	20.0	17,940
9	NBC SUNDAY NIGHT MOVIE	20.0	17,870
10	DYNASTY	19.9	17,800
11	CHEERS	18.8	16,880
12	WHO'S THE BOSS?	18.5	16,530
13	KNOTS LANDING	18.2	16,270
14	HOTEL	17.5	15,700
15	227	17.5	15,690
16	GROWING PAINS	17.4	15,610
17	GRAND OLE OPRY'S 60TH ANV(S)	17.4	15,580
18	KATE & ALLIE	17.4	15,560
19	60 MINUTES	17.2	15,430

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XX(S)	53.3	43,080
2	SUPER BOWL XX KICKOFF SPL(S)	46.4	37,470
3	SUPER BOWL XX POST(S)	36.3	29,370
4	SUPER BOWL XX PRE(S)	24.0	19,420
5	BILL COSBY SHOW	22.9	18,540
6	FAMILY TIES	19.7	15,900
7	NBC SUNDAY NIGHT MOVIE	19.2	15,500
8	CHEERS	17.8	14,380
9	MIAMI VICE	17.6	14,230
10	60 MINUTES	17.3	13,940
11	NIGHT COURT	16.6	13,390
12	MURDER, SHE WROTE	15.9	12,830
13	A TEAM	13.8	11,180
13	GRAND OLE OPRY'S 60TH ANV(S)	13.8	11,180
15	SIMON & SIMON	13.8	11,120
16	ABC MONDAY NIGHT MOVIE	12.9	10,420
17	GOLDEN GIRLS	12.8	10,350
18	GEORGE BURNS 90TH B/DAY(S)	12.4	9,980
19	HILL STREET BLUES	12.3	9,940
20	NEWHART	12.3	9,900
21	HIGHWAY TO HEAVEN#	12.2	9,880

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(f)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 26, 1986

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XX(S)	42.5	24,000
2	SUPER BOWL XX KICKOFF SPL(S)	36.2	20,430
3	SUPER BOWL XX POST(S)	32.8	18,550
4	BILL COSBY SHOW	30.4	17,160
5	FAMILY TIES	26.8	15,130
6	MOONLIGHTING	20.5	11,580
7	NBC SUNDAY NIGHT MOVIE	20.4	11,550
8	CHEERS	19.7	11,110
9	MIAMI VICE	18.9	10,700
10	DYNASTY	18.8	10,620
11	WHO'S THE BOSS?	18.5	10,440
12	GROWING PAINS	18.1	10,250
12	SUPER BOWL XX PRE(S)	18.1	10,250
14	NIGHT COURT	18.1	10,230
15	GOLDEN GIRLS	15.9	9,010
16	KNOTS LANDING	15.9	8,990
17	DALLAS	15.8	8,930
18	KATE & ALLIE	15.6	8,830
19	MURDER, SHE WROTE	15.6	8,790

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	34.7	9,520
2	SUPER BOWL XX(S)	33.2	9,110
3	GRAND OLE OPRY'S 60TH ANV(S)	31.4	8,620
4	BILL COSBY SHOW	29.6	8,120
5	60 MINUTES	28.9	7,930
6	GOLDEN GIRLS	28.7	7,880
7	DALLAS	28.5	7,810
8	SUPER BOWL XX KICKOFF SPL(S)	27.3	7,490
9	GEORGE BURNS 90TH B/DAY(S)	26.0	7,130
10	FALCON CREST	24.9	6,840
11	FAMILY TIES	23.9	6,560
12	227	23.3	6,390
13	HIGHWAY TO HEAVEN#	22.6	6,210
14	HOTEL	22.5	6,180
15	KNOTS LANDING	22.0	6,040
16	SUPER BOWL XX POST(S)	22.0	6,030
17	DYNASTY	21.9	6,020
18	SIMON & SIMON	21.5	5,910
19	B.HOPE SUPER BOWL SHOW(S)	20.8	5,720
20	KATE & ALLIE	19.8	5,440
21	NEWHART	19.7	5,400

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XX(S)	52.9	29,030
2	SUPER BOWL XX KICKOFF SPL(S)	45.0	24,690
3	SUPER BOWL XX POST(S)	38.1	20,910
4	SUPER BOWL XX PRE(S)	24.1	13,200
5	BILL COSBY SHOW	21.2	11,650
6	FAMILY TIES	19.5	10,670
7	NBC SUNDAY NIGHT MOVIE	19.4	10,620
8	CHEERS	19.0	10,410
9	MIAMI VICE	18.8	10,290
10	NIGHT COURT	18.5	10,140
11	ALFRED HITCHCOCK PRESENTS#	14.1	7,710
12	HILL STREET BLUES	13.3	7,310
13	AMAZING STORIES#	13.2	7,220
14	MOONLIGHTING	13.0	7,130
15	ABC MONDAY NIGHT MOVIE	12.9	7,100
16	60 MINUTES	12.8	7,040
17	TWILIGHT ZONE#	12.7	6,970
18	A TEAM	12.4	6,820
19	MISFITS OF SCIENCE#	12.1	6,620

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XX(S)	50.8	10,540
2	SUPER BOWL XX KICKOFF SPL(S)	44.9	9,320
3	SUPER BOWL XX POST(S)	31.0	6,430
4	MURDER, SHE WROTE	29.4	6,100
5	60 MINUTES	28.2	5,850
6	BILL COSBY SHOW	25.5	5,300
7	GRAND OLE OPRY'S 60TH ANV(S)	25.5	5,290
8	GEORGE BURNS 90TH B/DAY(S)	24.9	5,160
9	B.HOPE SUPER BOWL SHOW(S)	21.5	4,460
9	SUPER BOWL XX PRE(S)	21.5	4,460
11	GOLDEN GIRLS	20.3	4,210
12	DALLAS	19.9	4,130
13	FAMILY TIES	19.5	4,040
14	A TEAM	18.6	3,870
15	NBC SUNDAY NIGHT MOVIE	18.5	3,840
16	SIMON & SIMON	18.2	3,770
17	HIGHWAY TO HEAVEN#	18.1	3,760
18	227	17.9	3,710
19	HUNTER#	17.3	3,600
20	CBS EVENING NEWS-RATHER	16.7	3,470
21	MAGNUM, P.I.	16.0	3,330
22	SCARECROW & MRS. KING	15.8	3,290

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #		DAY		START TIME		DUR		NET TYPE		WK 1		WK 2		K E Y	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	

8.00 - 8.30																						
8.30 - 9.00																						
9.00 - 9.30																						
9.30 - 10.00																						
ABC NEWSBRIEF-MON						16	172	184														
1 MON.	9.57P	1		ABC	N	85	89															
2 MON.	9.50P	1																				
ABC NEWSBRIEF-TUE						16	181	190														
1 TUE.	9.58P	1		ABC	N	92	92															
2 TUE.	9.29P	1																				
ABC NEWSBRIEF-WED						16	187	189														
1 WED.	9.57P	2		ABC	N	92	92															
2 WED.	9.58P	1																				
ABC NEWSBRIEF-THU						16	182	186														
THU.	9.58P	1		ABC	N	91	92															
ABC NEWSBRIEF-FRI						16	180	181														
FRI.	9.58P	1		ABC	N	92	92															
ABC NEWSBRIEF-SAT						16	162	176														
SAT.	9.58P	1		ABC	N	88	92															
ABC NEWSBRIEF-SUN						16	190	194														
1 SUN.	10.03P	1		ABC	N	94	95															
2 SUN.	8.28P	1																				
ABC SPORTS UPDATE-SAT						14	191	190														
SAT.	8.58P	1		ABC	SN	94	93															

2ND JAN. 1986 REPORT

PROGRAM NAME										T/C SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK		START		DUR		NET		TYPE		WK 1		WK 2		K E Y		AVG. SHARE		AVG. AUD.		TOTAL PERSONS		LADY WORK- ING		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
#	DAY	TIME														%	%	(0,000)	(2+)	HOUSE	WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)		
EVENING CONT'D																																						
ABC SPORTS UPDATE-SUN										16	196	199	A 11.2	16	962	1811	787	380	906	402	632	534	404	218	563	170	333	371	339	170	127^	80^	215	115				
1 SUN. 8.31P 1 ABC SN										94	95	B 12.6	18	1082	1910	648	329	735	296	502	442	344	183	711	275	489	478	350	170	186	81	278	115					
2 SUN. 9.57P 1																																						
ABC SUNDAY NIGHT MOVIE										9	207	202	A 13.3	20	1142	1722	775	395	868	405	669	563	372	158	630	248	431	426	303	151	126	81^	98^	55^				
SUN. 9.00P 120 ABC FF										99	98	B 16.7	25	1435	1843	678	320	772	330	540	478	350	182	685	293	503	465	320	138	191	91	195	134					
9.00 - 9.30												A 12.3	17	1057	1795	754	398	878	407	677	565	379	162	649	271	459	440	310	143	164	94^	104^	43^					
9.30 - 10.00												A 13.6	20	1168	1799	799	423	905	443	711	599	381	147	635	261	439	439	302	149	146	110^	113^	53^					
10.00 - 10.30												A 14.0	22	1203	1633	768	383	849	403	650	551	348	160	598	219	397	412	299	152	97^	58^	89^	60^					
10.30 - 11.00												A 13.3	22	1142	1641	772	371	835	363	632	533	381	164	630	241	420	408	300	161	96^	61^	80^	55^					
ABC WORLD NEWS TONIGHT										80	207	207	A 11.9	20	1022	1521	698	256	763	193	348	335	345	348	610	137	318	324	316	266	74	57^	74	53^				
M-F 6.30P 30 ABC N										99	99	B 11.5	20	988	1504	688	230	751	173	329	329	332	363	597	152	300	297	282	260	68	44	88	57					
ABC WRLD NEWS TONIGHT-SAT										6	190	189	A 11.1	20	953	1484	624	254	701	138^	284	353	348	348	538	108^	262	282	279	245	134^	116^	111^	80^				
SAT. 6.30P 30 ABC N										96	96	B 9.9	18	850	1483	636	251	754	172	312	350	324	386	537	93^	231	245	269	273	89	67	103	56					
ABC WRLD NEWS TONIGHT-SUN										15	155		A 4.0	6	344	1445	755^	296^	836	130^	334^	282^	244^	502^	564^	85^	183^	98^	211^	381^	45^	21^	LT	LT				
2 SUN. 6.30P 30 ABC N										84		B 7.8	13	670	1475	670	199	756	151	278	268	309	435	597	137	270	270	272	286	44	26	78	42					
ABC WRLD NWS TONITE-SU(B)										127		A 6.9	13	593	1454	786	226^	826	224^	361^	352^	396^	367^	570	45^	237^	251^	290^	319^	11^	LT	47^	LT					
1 SUN. 6.30P 30 ABC N										63		<i>Marion says don't use this line at all - 4/8/76</i>																										
AIRWOLF										15	194	197	A 12.7	21	1091	1625	598	204	637	193	321	353	275	260	702	222	424	408	380	254	61^	35^	225	139				
SAT. 8.00P 60 CBS A										97	97	B 12.5	21	1074	1866	664	252	732	221	415	392	358	267	726	239	442	430	381	229	136	43	272	182					
8.00 - 8.30												A 11.9	20	1022	1619	598	192	640	180	310	350	284	270	692	222	410	389	366	259	74^	34^	213	132^					
8.30 - 9.00												A 13.4	22	1151	1640	600	213	638	206	336	358	271	253	714	225	440	424	394	250	51^	37^	237	145					
ALFRED HITCHCOCK PRESENTS										12	202		A 15.1	21	1297	2255	808	378	852	426	672	640	359	133^	753	334	593	572	372	133^	233	147^	417	365				
1 SUN. 8.30P 30 NBC SM										99		B 16.1	23	1383	2249	790	381	866	438	679	587	358	142	749	355	591	535	340	124	275	147	359	258					
AMAZING STORIES										13	201		A 14.9	22	1280	2220	696	314	746	353	564	571	315	133^	733	348	564	529	329	140^	278	187^	463	379				
1 SUN. 8.00P 30 NBC GD										99		B 17.5	25	1503	2309	763	387	838	416	656	568	351	136	767	369	612	547	347	116	280	146	424	300					
AMERICAN PORTRAIT										43	199	203	A 16.5	23	1417	1745	731	266	813	234	408	393	361	342	577	162	314	276	291	235	97	39^	258	160				
1 MTUTh 8.58P 1 CBS DO										95	98	B 14.7	22	1263	1726	733	300	822	250	439	406	380	326	554	166	314	302	285	202	112	59	238	150					
2 TU&TH 8.58P 1																																						
B BUNNY/LOONEY TUNES 50TH(S)										203		A 13.0	19	1117	1837	621	216^	746	278	415	395	288	253	532	222^	334	275	213^	189^	144^	70^	415	251					
1 TUE. 8.00P 60 CBS FV										99		A 12.5	18	1074	1823	586	181^	719	265	405	398	279	239^	505	200^	322	293	212^	174^	146^	73^	453	266					
8.00 - 8.30												A 13.5	19	1160	1840	654	249	771	291	423	388	296	271	555	244	342	256	212^	204^	137^	65^	377	237					
8.30 - 9.00																																						
B.HOPE SUPER BOWL SHOW(S)										202		A 18.8	30	1615	1776	696	335	788	184	380	332	398	355	593	140^	273	266	315	277	168	102^	227	166					
2 SAT. 8.00P 60 NBC GV										99		A 18.1	29	1555	1755	687	340	804	206	390	326	396	358	590	144^	276	268	314	269	160^	102^	201	150^					
8.00 - 8.30												A 19.6	31	1684	1780	697	326	765	162	365	334	395	349	589	134^	269	262	311	281	177	102^	249	181					
8.30 - 9.00																																						
BENSON										2	200	199	A 12.6	20	1082	1792	769	324	849	242	431	441	406	335	589	184	328	328	275	200	166	69^	188	136				
SAT. 8.30P 30 ABC CS										97	96	B 12.6	20	1082	1792	769	324	849	242	431	441	406	335	589	184	328	328	275	200	166	69	188	136					
BILL COSBY SHOW										17	215	214	A 36.6	52	3144	2074	789	361	863	324	546	513	379	257	589	243	371	369	271	168	243	131	379	221				
THU. 8.00P 30 NBC CS										99	99	B 32.9	49	2826	2095	789	369	892	352	565	505	368	270	582	232	377	350	256	167	238	135	383	249					
BLACKIE'S MAGIC										3	194	198	A 16.0	23	1374	1785	705	238	782	282	489	415	347	243	714	252	455	416	359	214	143	59^	146	117				
WED. 9.00P 60 NBC SM										99	99	B 17.1	25	1469	1705	679	234	760	273	467	398	324	250	653	205	399	387	334	213	151	62	141	102					
CONT'D																																						



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
WK # DAY		START TIME		DUR		NET		TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
																						TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
														MEN										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
KNOTS LANDING																																	
THU. 10.00P 60 CBS GD 16 208 207														A 20.7 33 1778	1503	823	318	914	308	505	482	395	340	471	188	315	293	209	137	57A	35A	61A	24A
10.00 - 10.30														B 20.0 32 1718	1558	853	347	952	338	561	500	418	335	447	167	284	255	215	140	89	55	70	45
10.30 - 11.00														A 21.0 32 1804	1509	823	318	912	307	503	486	392	341	471	183	308	289	211	142	60A	32A	66A	28A
														A 20.5 34 1761	1484	820	316	911	310	506	478	392	335	468	193	321	293	203	132	51A	36A	54A	17V
LADY BLUE																																	
SAT. 9.00P 60 ABC OP 9 179 190														A 11.3 18 971	1539	646	283	709	143	323	334	378	345	594	166	294	291	280	254	98A	87A	138A	92A
9.00 - 9.30														B 10.6 17 911	1618	664	294	730	196	379	351	367	307	673	223	378	351	294	254	96	47	119	76
9.30 - 10.00														A 10.8 17 928	1522	651	291	712	149	336	347	386	333	592	153	286	298	285	256	91A	80A	127A	83A
														A 11.8 19 1014	1538	636	273	700	134	306	320	369	354	591	176	297	282	273	252	103A	93A	144	99A
LOVE BOAT																																	
SAT. 10.00P 60 ABC CS 13 185 199														A 13.8 24 1185	1553	730	343	792	233	384	385	351	329	485	157	281	263	247	163	95A	28V	181	96A
10.00 - 10.30														B 13.1 22 1125	1604	768	327	872	268	441	398	356	372	478	165	277	253	212	172	115	65	139	101
10.30 - 11.00														A 13.2 22 1134	1537	711	327	771	207	363	373	349	332	490	161	283	263	243	167	98A	33A	178	92A
														A 14.4 25 1237	1563	743	357	808	254	398	397	352	326	479	150	275	264	252	160	94A	26V	182	100A
MACGYVER																																	
WED. 8.00P 60 ABC A 2 200 202														A 16.8 25 1443	1886	685	266	789	261	485	437	371	242	553	200	360	377	268	151	209	102	335	216
8.00 - 8.30														B 16.8 25 1443	1886	685	266	789	261	485	437	371	242	553	200	360	377	268	151	209	102	335	216
8.30 - 9.00														A 16.1 24 1383	1855	674	248	770	252	464	423	351	245	558	206	362	378	265	150	195	99	332	211
														A 17.6 25 1512	1896	690	281	796	267	498	447	381	235	542	195	356	373	265	146	221	105	337	219
MAGNUM, P.I.																																	
THU. 8.00P 60 CBS PD 15 201 202														A 15.8 23 1357	1816	766	263	837	221	399	380	373	365	712	216	421	398	347	247	75A	28A	192	136
8.00 - 8.30														B 15.5 23 1331	1670	747	279	819	226	418	395	399	339	619	172	354	359	330	214	87	32	145	93
8.30 - 9.00														A 14.6 21 1254	1803	765	265	839	233	402	371	357	370	698	213	405	384	328	249	65A	29A	201	137
														A 17.0 24 1460	1819	768	260	835	215	400	384	384	358	719	219	435	409	364	240	80A	24A	185	134
MARY																																	
WED. 8.00P 30 CBS CS 6 203 200														A 14.8 22 1271	1582	770	326	847	241	401	440	367	375	480	136	233	224	216	216	85A	46A	170	115
														B 16.1 24 1383	1610	749	319	818	248	417	420	375	337	515	180	286	273	232	184	107	57	170	111
MIAMI VICE																																	
FRI. 10.00P 60 NBC OP 16 213 213														A 23.2 38 1993	1774	698	371	768	359	536	463	308	184	713	340	516	453	300	140	164	73	129	85
10.00 - 10.30														B 22.3 37 1916	1833	709	358	797	379	594	515	340	159	704	321	528	479	312	137	173	83	159	122
10.30 - 11.00														A 23.0 37 1976	1778	699	379	774	372	544	461	304	183	699	331	501	444	295	141	167	73	138	90
														A 23.3 39 2001	1776	703	366	769	349	531	467	313	189	732	353	533	465	304	139	157	72	118	78
MISFITS OF SCIENCE																																	
1 FRI. 8.00P 60 NBC A 3 192														A 12.7 20 1091	2408	705	290	829	398	583	482	344	205A	823	443	607	407	265	195A	224A	99A	532	394
8.00 - 8.30														B 13.0 20 1117	2140	679	317	764	287	482	423	342	229	708	329	479	340	264	203	206	88	462	321
8.30 - 9.00														A 12.4 20 1065	2445	707	305	829	384	582	489	359	203A	846	443	624	418	283	203	252	125A	518	381
														A 12.9 20 1108	2383	705	276	831	414	588	476	329	205A	805	443	596	395	250	193A	199A	70A	548	412
MISS TEEN USA(S)																																	
2 TUE. 9.00P 120 CBS AC 205														A 15.2 24 1306	1582	733	210	850	261	450	350	322	375	474	63A	228	223	256	221	103A	76A	155A	74A
9.00 - 9.30														A 13.3 19 1142	1528	649	227A	748	162A	336	348	301	385	435	63A	195A	179A	213A	221A	119A	91A	226A	99A
9.30 - 10.00														A 14.1 21 1211	1560	723	207A	805	199A	392	349	319	385	460	65A	202A	185A	220	236	110A	78A	185A	113A
10.00 - 10.30														A 16.7 27 1435	1621	768	204	919	355	537	350	311	361	469	50A	240	235	279	211	96A	75A	137A	61A
10.30 - 11.00														A 16.6 29 1426	1604	774	208	900	300	504	350	351	374	523	74A	263	273	299	221	93A	63A	88A	33V
MISSING-HAVE YOU SEEN-2(S)																																	
2 WED. 8.00P 60 NBC DN 210														A 17.0 25 1460	2038	842	280	942	389	589	534	377	284	553	190	345	263	301	182A	175A	90A	368	211
8.00 - 8.30														A 16.8 25 1443	2021	832	286	926	370	564	511	380	289	594	216	368	269	305	202	160A	85A	341	191
8.30 - 9.00														A 17.2 25 1477	2045	848	275	955	409	613	552	370	279	505	163A	319	253	295	160A	191	95A	394	226
MR. BELVEDERE																																	
FRI. 8.30P 30 ABC CS 15 197 185														A 14.1 22 1211	1752	788	394	897	299	525	480	402	312	417	114	221	192	189	181	167	104A	271	166
														B 14.2 23 1220	1778	758	294	834	267	441	414	345	329	446	133	235	235	199	183	148	98	350	215
MOONLIGHTING																																	
TUE. 9.00P 60 ABC PD 15 206 209														A 19.9 29 1709	1893	826	451	901	384	678	560	449	172	566	237	416	367	280	108	241	114	185	121
														B 18.0 27 1546	1833	777	392	891	392	649	552	400	189	585	255	429	406	270	113	196	105	161	106
CONT'D																																	



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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL	6-11																		
EVENING CONT'D																																															
MOONLIGHTING-CONT'D																																															
9.00 - 9.30													A 20.0 29 1718															1905		821 446		892 372		663 551		453 177		567 238		411 360		278 114		248 122		198 127	
9.30 - 10.00													A 19.9 29 1709															1860		824 452		902 394		686 565		441 168		556 233		415 368		279 100		231 105		171 113	
MUPPETS 30TH ANNIVERSARY(S)													206		A 13.4 20 1151											1918		717 220^		805 358		537 485		269 251		380 96^		213^211^		186^150^		124^ 45^v		609 308			
2 TUE. 8.00P 60 CBS GV													99		A 13.1 20 1125											1941		709 226^		800 361		538 490		274 246		385 105^		222^227^		190^146^		124^ 39^v		632 328			
8.00 - 8.30													A 13.7 20 1177															1885		721 214^		810 354		535 481		262 256		369 85^		200^195^		179^152^		120^ 48^v		586 288	
8.30 - 9.00													A 25.3 37 2173															1638		809 283		904 203		405 418		421 437		589 119		265 283		308 280		73 43^		72 65	
MURDER, SHE WROTE													14 207 204		B 25.2 36 2165											1611		802 309		892 177		386 404		449 435		557 129		266 278		290 250		77 38		85 61			
1 SUN. 8.00P 60 CBS SM													99 99		A 27.1 40 2328											1634		780 290		868 180		377 381		403 438		595 129		265 281		297 291		82^ 43^		89^ 83^			
2 SUN. 10.00P 60															A 28.8 41 2474											1634		765 289		861 183		397 395		413 415		572 129		257 273		291 276		87^ 48^		114 96^			
8.00 - 8.30													A 22.4 33 1924															1626		849 246		953 232		424 457		431 454		585 102^		257 281		326 278		54^ 43^		34^v 34^v	
8.30 - 9.00													A 22.6 35 1941															1654		871 303		961 226		428 457		437 455		607 108^		287 301		329 276		53^ 39^		33^v 33^v	
10.00 - 10.30													A 14.1 21 1211															1786		738 331		786 265		538 434		371 230		623 250		411 346		273 189^		170^ 68^		207^ 155^	
NBC MONDAY NIGHT MOVIES													14 199		B 18.5 28 1589											1676		792 336		893 339		565 491		400 276		496 177		301 275		232 161		142 86		145 88			
1 MON. 9.00P 120 NBC FF													99		A 13.4 19 1151											1785		716 269		732 261		485 416		314 225^		646 269		425 364		270 193^		188^ 63^		219^ 174^			
9.00 - 9.30													A 13.9 20 1194															1796		743 323		767 261		530 438		362 212^		653 280		423 361		264 199^		175^ 65^		201^ 158^	
9.30 - 10.00													A 14.8 23 1271															1779		727 343		792 263		542 427		376 235		612 235		405 338		281 191^		164^ 70^		211 151^	
10.00 - 10.30													A 14.2 24 1220															1790		766 386		850 276		589 458		427 247		591 227		395 327		274 178^		153^ 74^		196^ 143^	
10.30 - 11.00													A 12.5 18 1074															1901		741 275		804 283		483 451		352 268		597 247		379 334		263 192		181 94		319 199	
NBC NEWS DIGEST-M-F													80 146 146																																		
1 M-F 8.58P 1 NBC N													76 76		B 13.3 20 1142											1867		725 299		816 287		474 429		350 290		612 218		364 342		276 209		152 79		287 194			
2 M-TH 8.58P 1																																															
2 FRI. 8.57P 2																																															
NBC NEWS DIGEST-2-M-F													37 155 157		A 11.2 16 962											1690		659 247		722 262		467 431		347 225		683 299		470 422		331 173		142 66^		143 84			
1 TU&TH 9.58P 1 NBC N													82 83		B 12.1 18 1039											1706		725 301		821 307		515 441		362 262		602 233		392 363		284 171		130 62		153 102			
2 MON. 9.41P 1																																															
2 W & F 9.58P 1																																															
NBC NEWS DIGEST-SAT													16 149 149		A 14.6 24 1254											1912		831 353		901 276		497 432		376 354		526 180		268 228		225 237		157 69^		328 248			
SAT. 8.58P 1 NBC N													76 77		B 14.2 23 1220											1895		777 324		890 305		510 446		369 331		496 176		274 252		203 189		191 122		318 246			
NBC NEWS DIGEST-2-SAT.													7 163		A 15.4 25 1323											1763		777 375		858 215		442 499		395 331		564 178^		301 279		255 238		153^ 96^		188^ 172^			
1 SAT. 9.58P 1 NBC N													86		B 13.5 22 1160											1743		798 311		884 228		457 474		424 351		502 138		262 265		258 202		143 93		214 174			
NBC NEWS DIGEST-SUN													16 153 211		A 22.4 32 1924											2090		734 387		813 328		585 512		416 186		879 376		627 548		437 198		141 80		257 190			
1 SUN. 8.58P 1 NBC N													78 99		B 13.0 18 1117											2068		745 344		823 351		577 505		373 194		763 316		538 480		364 184		193 102		289 200			
2 SUN. 9.34P 1																																															
NBC NEWS DIGEST-2-SUN.													8 173		A 16.5 25 1417											1915		741 413		814 358		591 494		396 146^		860 423		671 590		376 136^		138^ 41^v		103^ 70^			
2 SUN. 10.30P 1 NBC N													88		B 13.9 21 1194											1920		807 368		881 367		628 550		415 195		701 282		488 457		331 161		185 104		153 103			
NBC NEWS SPL:A.I.D.S.(S)													202		A 11.6 19 996											1398		664 333		753 200^		477 452		432 246^		501 122^		326 322		324 144^		103^ 35^v		41^v 34^v			
2 TUE. 10.00P 60 NBC N													99		A 11.9 19 1022											1405		674 320		743 209^		483 460		426 233^		473 121^		309 314		292 137^		109^ 43^v		80^ 66^v			
10.00 - 10.30													A 11.4 20 979															1368		644 343		753 189^		463 438		431 256^		521 121^		338 329		351 147^		94^ 25^v		LT LT	
10.30 - 11.00																																															
NBC NIGHTLY NEWS-SAT.													14 156 164		A 9.5 17 816											1457		626 239		690 160^		284 314		262 354		674 194		297 310		297 275		45^ 24^v		48^ 24^v			
SAT. 6.30P 30 NBC N													90 92		B 10.4 20 893											1568		650 207		718 134		261 288		305 397		637 151		268 273		276 306		57 26		156 114			
NBC NIGHTLY NEWS-SUN													4 152		A 6.8 12 584											1889		564 245^		586 72^v		216^299^		264^287^		804 253^		391^446^		357^326^		399^380^		100^v 100^v			
1 SUN. 6.47P 13 NBC N													83		B 7.5 13 644											1575		592 214		622 82		208 266		335 348		743 216		424 424		327 275		92 48		118 102			



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										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
										TOTAL					TOTAL					TOTAL FEM.		TOTAL M-11	
PROGRAM NAME	T/C THIS SEASON	NO. OF STATIONS	PROGRAM COVERAGE	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000	18-34	18-49	25-54	35-64	65+	18-34	18-49	25-54	35-64	65+				
WK # DAY	START TIME	DUR	NET TYPE	WK 1 WK 2																			
EVENING CONT'D																							
RIPTIDE				12 193 196	A 15.3 22 1314	1693	675 238		745 244	439 408	340 257				658 245	435 358	327 211			143 34^	147 99^		
TUE.	9.00P	60	NBC PD	98 98	B 14.9 22 1280	1632	668 296		741 256	459 413	338 243				647 247	428 392	310 181			124 38	120 68		
9.00 - 9.30					A 15.4 22 1323	1717	677 234		745 235	433 409	340 262				660 246	431 368	331 213			141 33^	171 118		
9.30 - 10.00					A 15.3 22 1314	1646	664 237		736 249	438 402	337 248				649 244	433 344	317 208			140 33^	121 82^		
ST. ELSEWHERE				14 205 207	A 14.8 24 1271	1618	751 391		843 351	576 545	379 204				634 317	469 403	254 108			93^ 28^	48^ 48^		
WED.	10.00P	60	NBC GD	99 99	B 14.4 24 1237	1564	778 379		854 304	545 518	422 248				579 250	410 374	257 128			77 36	54 43		
10.00 - 10.30					A 14.8 24 1271	1602	739 371		828 354	570 531	362 198				619 309	460 384	246 111			103^ 31^	52^ 52^		
10.30 - 11.00					A 14.8 25 1271	1629	764 410		859 349	583 560	394 209				651 327	478 420	261 106^			77^ 23^	42^ 42^		
SCARECROW & MRS. KING				16 201 202	A 18.6 27 1598	1631	740 363		853 257	455 455	384 330				533 178	303 248	249 207			92 48^	153 114		
MON.	8.00P	60	CBS GD	96 98	B 18.1 27 1555	1712	753 345		863 257	454 427	385 354				512 136	278 281	267 195			130 79	207 136		
8.00 - 8.30					A 17.8 26 1529	1644	738 356		855 255	449 444	378 339				554 189	321 259	256 210			81^ 40^	154 113		
8.30 - 9.00					A 19.4 28 1666	1615	744 370		850 258	459 464	386 323				510 164	286 239	244 200			102 57^	153 114		
SHADOW CHASERS				9 193	A 5.0 7 430	1823	811 479^		841 323^	565^454^	421^216^				523^168^	319^323^	237^160^			142^ 35^	317^ 200^		
1 THU.	8.00P	60	ABC PD	97	B 5.7 9 490	1757	724 310		794 264	480 448	399 251				573 178	357 340	298 169			148 46	242 180		
8.00 - 8.30					A 4.6 7 395	1825	797 513^		827 314^	526^412^	407^221^				574^164^	328^352^	274^193^			143^ 33^	281^ 186^		
8.30 - 9.00					A 5.3 8 455	1840	831 453^		860 333^	602 491^	436^216^				484^173^	315^302^	206^134^			143^ 37^	353^ 217^		
SILVER SPOONS				13 178	A 11.9 18 1022	1905	609 280		712 318	486 452	244^205^				482 211^	278 212^	223^179^			285 195^	426 382		
1 SUN.	7.30P	30	NBC CS	91	B 11.5 17 988	2242	694 325		787 338	547 482	326 197				606 267	429 379	267 144			278 171	571 396		
SIMON & SIMON				16 202 203	A 19.8 29 1701	1704	743 245		820 194	412 412	389 348				653 203	379 386	331 222			85 26^	146 81		
THU.	9.00P	60	CBS PD	99 99	B 17.9 27 1538	1672	748 294		832 254	471 444	399 306				604 192	373 360	321 192			118 41	118 78		
9.00 - 9.30					A 19.3 28 1658	1727	745 249		820 188	418 418	398 343				664 211	389 394	333 218			85 28^	158 91		
9.30 - 10.00					A 20.2 29 1735	1685	744 241		823 201	410 408	382 354				645 195	369 381	329 225			84 22^	133 70^		
60 MINUTES				18 207 206	A 23.8 35 2044	1516	727 254		755 131	282 367	360 388				682 175	344 368	315 286			29 17^	50^ 40^		
1 SUN.	7.00P	60	CBS DN	99 99	B 23.7 36 2036	1612	722 289		787 160	337 353	380 384				692 179	350 370	338 283			63 31	70 45		
2 SUN.	9.00P	60			A 25.2 41 2165	1532	695 285		729 123	277 371	375 358				680 169	342 366	329 295			45^ 28^	78^ 64^		
7.00 - 7.30					A 28.0 43 2405	1519	708 281		746 117	275 360	380 386				658 151	318 356	317 287			38^ 20^	77^ 62^		
7.30 - 8.00					A 19.9 27 1709	1514	775 228		801 151^	303 380	337 421				680 188	350 367	293 271			5^ 5^	28^ 21^		
8.00 - 9.30					A 21.9 31 1881	1489	747 209		756 138^	280 360	341 396				714 199	374 392	312 288			19^ 8^	LT LT		
9.30 - 10.00					A 15.6 26 1340	1519	683 318		778 291	493 411	355 237				559 176	337 328	301 177			78^ 38^	104 51^		
SPENSER: FOR HIRE				10 202 206	B 13.7 23 1177	1568	717 309		822 289	503 453	399 253				575 174	349 349	308 183			79 38	92 54		
TUE.	10.00P	60	ABC PD	98 99	A 15.9 25 1366	1520	687 332		777 299	509 417	350 225				543 169	327 318	293 175			85^ 43^	115 59^		
10.00 - 10.30					A 15.4 26 1323	1495	669 297		767 275	470 402	358 245				565 178	344 335	308 175			71^ 33^	92^ 41^		
10.30 - 11.00					A 10.8 17 928	1636	598 202		639 213	347 368	268 243				711 216	441 430	407 240			49^ 36^	237 139^		
SPORTSBREAK-SAT				17 190 196	B 11.6 19 996	1966	672 269		739 255	450 413	346 242				718 258	460 440	369 201			156 52	353 243		
SAT.	8.58P	1	CBS SN	95 97	A 20.8 29 1787	1593	783 275		839 181	380 401	394 400				607 135	291 315	316 271			76^ 39^	71^ 60^		
SPORTSBREAK-SUN				17 200 201	B 20.4 29 1752	1620	790 317		874 190	397 409	434 410				567 139	288 295	300 240			81 39	98 72		
1 SUN.	8.58P	1	CBS SN	94 94	A 16.7 24 1435	1889	731 260		801 323	546 448	303 228				603 238	408 372	282 157			221 121	264 171		
2 SUN.	9.58P	1			B 15.9 23 1366	1865	718 297		799 291	478 418	334 278				591 231	378 347	276 172			207 125	268 182		
TV BLOOPERS & PRAC. JOKES				14 200 191	A 16.7 24 1435	1894	727 269		795 316	540 447	305 231				616 243	419 375	289 158			213 120	270 174		
MON.	8.00P	60	NBC CV	99 96	A 16.6 24 1426	1887	734 250		806 330	551 447	298 227				587 234	397 371	274 155			234 125	260 171		
8.00 - 8.30					A 15.8 25 1357	1637	742 277		814 197	390 396	380 367				658 205	396 370	314 234			100 46^	65^ 49^		
8.30 - 9.00																							
20/20				15 204 205																			
CONT'D																							

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. ADD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.							
EVENING CONT'D																																	
20/20-CONT'D																																	
THU. 10.00P 60 ABC DN 98 99													B 15.0 24 1289	1585	748	262	816	206	416	431	405	328	632	199	361	359	303	226	85	31	52	30	
10.00 - 10.30													A 16.3 25 1400	1659	739	287	813	206	395	390	375	363	672	222	406	385	307	234	105	47	69	53	
10.30 - 11.00													A 15.3 25 1314	1604	742	263	810	183	385	402	386	366	641	184	381	353	321	236	94	44	59	44	
TWILIGHT ZONE 16 204													A 14.2 22 1220	2108	822	346	877	323	542	481	423	221	778	390	571	473	304	179	148	49	305	219	
2 FRI. 8.00P 60 CBS SF 99													B 14.5 24 1246	1907	757	349	834	322	546	496	384	239	666	282	481	441	309	149	141	48	266	175	
6.00 - 8.30													A 13.4 21 1151	2127	829	339	883	336	547	489	419	219	783	392	577	466	302	185	151	47	310	219	
8.30 - 9.00													A 15.0 24 1289	2085	815	350	869	310	535	471	423	225	773	390	567	475	304	177	143	51	300	221	
227 SAT. 9.30P 30 NBC CS 98 95													A 21.1 34 1812	1763	818	363	867	217	449	466	407	352	515	141	291	263	261	204	191	103	190	178	
													B 18.7 31 1606	1847	812	345	901	270	506	487	413	338	497	148	277	274	249	181	195	117	254	203	
WEBSTER 17 206 193													A 15.3 25 1314	1848	798	374	882	238	479	480	448	324	431	91	231	231	212	185	190	139	345	221	
FRI. 8.00P 30 ABC CS 97 96													B 15.0 25 1289	1806	771	291	851	259	428	414	359	350	446	130	228	229	201	186	150	103	359	214	
WHO'S THE BOSS? 16 206 204													A 21.1 31 1812	1918	820	323	913	363	576	491	385	278	510	165	303	300	268	155	227	165	268	170	
TUE. 8.00P 30 ABC CS 99 99													B 20.8 32 1787	1873	783	361	872	333	541	482	378	267	525	193	332	319	249	150	196	117	280	187	
*LATE FRINGE																																	
ABC NEWS:NIGHTLINE 60 196 196													A 5.9 16 507	1245	548	218	619	152	311	281	304	277	551	170	308	306	260	210	46	28	29	28	
1 M & W 11.30P 31 ABC N 97 97													B 5.5 15 472	1251	598	180	643	150	303	316	324	279	549	144	298	304	300	215	37	24	22	15	
1 TU & F 11.30P 30																																	
2 M & W 11.30P 30																																	
2 TU & TH 11.30P 31																																	
ABC WEEKEND REPORT 15 155													A 2.9 7 249	1711	502	170	711	261	410	466	318	185	932	557	858	480	301	74	LT	LT	68	LT	
2 SAT. 11.00P 15 ABC N 85													B 3.3 8 283	1164	547	224	608	154	112	120	331	245	487	181	296	261	203	160	39	LT	30	18	
ABC WEEKEND RPT SAT(B) 123													A 3.1 8 266	857	526	320	571	154	294	342	312	229	271	76	147	177	150	94	LT	LT	LT	LT	
1 SAT. 11.30P 15 ABC N 63																																	
ABC WEEKEND REPORT-SUN. 16 164 166													A 3.8 13 326	1193	429	140	475	104	264	230	217	211	561	242	387	356	175	168	74	LT	83	83	
SUN. 11.30P 15 ABC N 91 91													B 3.6 13 309	1279	583	243	660	195	384	376	327	229	522	147	270	303	266	182	34	LT	63	44	
CBS LATE NIGHT I 84 186 188													A 5.7 19 490	1318	620	294	753	256	447	381	332	265	481	150	291	291	276	160	45	28	39	25	
1 M W 11.30P 67 CBS FF 92 93													B 5.4 17 464	1252	608	234	693	224	405	359	347	239	458	141	266	255	246	164	54	32	47	33	
THU. 11.30P 66																																	
1 FRI. 11.30P 70																																	
2 M & W 11.30P 67																																	
2 TUE. 11.30P 65																																	
2 FRI. 11.30P 69																																	
11.30 - 12.00													A 6.0 17 515	1336	611	301	757	264	460	388	334	252	476	139	281	283	273	162	49	25	54	36	
12.00 - 12.30													A 5.6 20 481	1110	627	295	744	244	435	378	333	273	491	160	301	302	281	158	44	33	31	17	
12.30 - 1.00													A 5.1 23 418	1320	647	267	769	272	444	357	325	281	491	157	316	302	296	157	39	33	21	17	
CBS LATE NIGHT II 84 186 188													A 3.4 19 292	1161	651	281	775	292	456	356	297	281	531	159	363	349	331	154	36	30	21	LT	
1 M & W 12.37A 47 CBS FF 92 93													B 3.4 18 292	1154	559	216	639	214	385	335	320	208	455	150	301	280	256	138	39	22	21	17	
1 TUE. 12.37A 44																																	
1 THU. 12.36A 47																																	
1 FRI. 12.40A 45																																	
2 MON. 12.37A 43																																	
2 TUE. 12.36A 47																																	
2 WED. 12.37A 46																																	
CONT'D																																	



PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK # DAY		START TIME		DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)														
														TOTAL	18-34	WOMEN 18-34		35-64	55+	TOTAL	18-34	MEN 18-34		35-64	55+	TOTAL FEM.	TOTAL 6-11											
LATE FRINGE CONT'D																																						
CBS LATE NIGHT 11-CONT'D																																						
2 THU. 12.36A 50																																						
2 FRI. 12.39A 47																																						
12.30 - 1.00														A	3.7	18	318	1358	641	289	773	290	459	361	308	276	516	157	349	337	321	148	41	34	28	19		
1.00 - 1.30														A	3.1	19	266	1387	678	278	783	299	460	356	292	286	556	161	387	368	349	162	33	25	LT	LT		
CBS NEWS NIGHTWATCH-1																																						
M-THSU 2.00A 30 CBS N														A	1.2	13	103	1252	573	262	719	341	543	330	349	146	282	147	224	224	77	58	144	48	107	107		
														B	1.2	13	103	808	392	164	494	158	303	271	314	152	273	88	139	147	174	125	LT	LT	LT	LT		
CBS NEWS NIGHTWATCH-2																																						
M-THSU 2.30A 30 CBS N														A	1.3	17	112	1250	528	205	688	411	545	340	277	89	357	215	357	312	142	LT	115	44	90	90		
														B	1.3	16	112	790	354	101	449	182	300	248	250	120	296	115	184	179	169	102	LT	LT	LT	LT		
CBS NEWS NIGHTWATCH-3																																						
M-THSU 3.00A 180 CBS N														A	1.1	21	94	628	308	308	436	181	287	181	202	127	171	64	128	96	64	LT	LT	LT	LT			
														B	1.2	22	103	535	253	100	294	109	188	157	147	85	206	64	112	88	102	91	LT	LT	LT	LT		
3.00 - 3.30														A	1.3	20	112	813	465	224	591	313	448	259	215	108	187	107	170	143	63	LT	LT	LT	LT			
3.30 - 4.00														A	1.2	21	103	476	244	244	389	136	263	175	194	126	87	68	87	78	LT	LT	LT	LT	LT	LT		
4.00 - 4.30														A	1.1	22	94	543	224	341	405	181	277	149	171	128	117	53	117	96	64	LT	LT	LT	LT	LT	LT	
4.30 - 5.00														A	1.1	23	94	532	245	319	330	139	256	170	191	74	160	LT	96	64	64	LT	LT	LT	LT	LT	LT	
5.00 - 5.30														A	1.0	21	86	570	244	337	337	128	198	105	151	139	233	70	163	93	93	70	LT	LT	LT	LT	LT	LT
5.30 - 6.00														A	1.0	20	86	512	256	303	349	93	128	82	163	174	163	LT	LT	LT	LT	104	LT	LT	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD																																						
SUN. 11.00P 15 CBS N														A	4.9	10	421	1570	663	252	815	229	488	386	402	327	611	163	315	369	344	217	57	24	87	87		
														B	5.1	11	438	1389	645	253	740	190	367	343	363	336	529	116	298	303	313	204	58	31	62	40		
DAVID LETTERMAN I														A	3.9	19	335	1355	528	202	606	323	397	208	187	174	707	389	570	364	274	122	26	18	16	LT		
M-TH 12.30A 30 NBC GV														B	4.0	19	344	1268	572	251	621	269	481	409	251	166	580	292	411	311	227	134	38	22	27	20		
DAVID LETTERMAN II																																						
M-TH 1.00A 30 NBC GV														A	3.0	19	258	1287	452	166	538	291	383	164	156	131	709	404	586	341	255	115	31	LT	LT	LT		
														B	3.0	19	258	1204	520	215	564	278	386	257	208	131	580	319	427	293	212	119	41	26	LT	LT		
EYE ON HOLLYWOOD																																						
1 M & W 12.01A 30 ABC GV														A	1.6	7	137	1182	373	103	482	219	372	219	212	110	663	299	387	306	189	211	LT	LT	LT	LT		
1 TUE. 12.00M 30														B	1.3	6	112	957	425	171	494	202	319	267	222	136	425	156	262	239	205	128	LT	LT	LT	LT		
1 THU. 12.01A 29																																						
1 FRI. 12.00M 31																																						
2 MON. 12.00M 31																																						
2 TUE. 12.01A 30																																						
2 WED. 12.00M 30																																						
2 THU. 12.01A 31																																						
2 FRI. 12.00M 29																																						
FRIDAY NIGHT VIDEOS																																						
FRI. 12.30A 90 NBC PC														A	3.9	19	335	1460	714	275	723	498	650	361	177	73	576	426	531	328	140	45	161	LT	LT	LT		
														B	3.7	18	318	1340	583	241	640	398	531	324	188	92	467	281	376	288	146	71	169	47	64	28		
12.30 - 1.00														A	5.2	21	447	1609	858	253	872	666	803	375	174	69	564	338	516	301	226	48	173	20	LT	LT		
1.00 - 1.30														A	3.8	19	326	1466	627	318	631	374	568	381	214	63	580	475	550	368	98	30	255	LT	LT	LT		
1.30 - 2.00														A	2.7	17	292	1177	574	263	574	367	491	314	124	83	600	531	531	324	34	69	LT	LT	LT	LT	LT	
G MICHAELS SPORTS MACHINE																																						
1 SUN. 11.30P 15 NBC SC														A	2.0	7	172	1195	698	29	837	540	634	354	244	99	558	425	511	290	104	47	LT	LT	LT	LT	LT	
2 SUN. 11.37P 15														B	1.7	6	146	1007	378	82	461	193	248	207	148	162	480	200	341	278	219	122	41	LT	LT	LT	LT	
SATURDAY NIGHT																																						
1 SAT. 11.30P 80 NBC GV														A	7.1	21	610	1520	681	336	710	313	496	479	321	152	586	273	462	423	280	101	104	29	120	110		
2 SAT. 11.30P 79														B	7.8	23	670	1494	614	282	669	322	491	414	281	128	576	285	460	393	254	88	188	71	61	49		
11.30 - 12.00														A	8.6	22	799	1470	703	333	755	325	517	482	344	176	538	258	425	352	240	113	94	30	83	77		
CONT'D																																						

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										WOMEN													
HOUSEHOLD AUDIENCES										MEN													
K E Y										TEENS (12-17)													
AUG. SHARE %										CHILDREN (2-11)													
AUG. AUD. (0,000)																							
TOTAL PERSONS (2+)																							
LADY WORK-ING OF HOUSE WOM.																							
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# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	MEN										TEENS (12-17)					CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.												
WEEKDAY DAYTIME CONT'D																																						
PRESS YOUR LUCK										15	95	97	A	1.9	6	163	1337	730	202	797	239	448	423	356	307	294	172	227	140	79	62	129	117	117	30			
M-F										4.00P	30	CBS	QP	48	48	B	1.9	5	163	1295	699	191	793	200	412	423	412	325	272	164	214	118	81	48	105	76	125	45
PRICE IS RIGHT 1										83	207	207	A	7.0	27	601	1314	677	160	762	188	338	340	313	380	347	95	164	141	157	159	53	15	152	47	45		
M-F										11.00A	30	CBS	AP	99	99	B	6.3	26	541	1309	709	141	793	208	403	374	359	355	329	95	154	135	142	145	50	19	137	36
PRICE IS RIGHT 2										82	207	207	A	9.0	33	773	1332	687	153	778	205	349	341	309	388	342	99	163	117	146	169	51	18	161	45	45		
M-F										11.30A	30	CBS	AP	99	99	B	8.0	32	687	1313	700	151	787	214	396	363	340	356	336	94	151	131	140	163	46	22	144	36
RYAN'S HOPE										79	171	167	A	3.1	11	266	1248	797	191	909	330	616	542	451	255	169	45	83	71	94	86	27	27	143	34			
1 M-F										12.00N	30	ABC	DD	91	88	B	3.2	12	275	1194	783	255	910	393	642	502	406	239	179	54	94	77	81	83	31	27	74	32
2 MON.										12.10P	20																											
2 TU-F										12.00N	30																											
SALE OF THE CENTURY										77	155	159	A	4.7	18	404	1285	706	143	791	278	414	358	307	334	280	84	128	112	134	126	103	81	111	37			
M-F										10.30A	30	NBC	QG	84	84	B	4.3	18	369	1276	665	139	773	225	352	296	283	395	291	91	126	108	95	148	67	40	145	52
SANTA BARBARA										75	193	193	A	4.5	14	387	1486	784	150	926	377	545	372	323	345	354	203	227	72	104	96	100	75	106	31	31		
M-F										3.00P	60	NBC	DD	97	97	B	3.9	12	335	1359	740	116	840	305	441	342	314	361	273	122	144	71	91	111	109	81	137	77
3.00 - 3.30													A	4.3	13	369	1436	772	146	924	358	537	362	327	358	364	217	239	76	106	92	67	59	81	17	17		
3.30 - 4.00													A	4.6	14	395	1547	805	157	942	402	567	387	325	334	350	195	221	72	104	99	126	86	129	51	51		
SCRABBLE										77	194	195	A	5.7	21	490	1388	755	132	829	267	432	335	315	351	372	125	200	148	161	151	71	57	116	45			
M-F										11.30A	30	NBC	QG	97	97	B	5.2	21	447	1321	691	139	819	249	374	296	289	404	305	95	129	97	96	158	64	41	133	48
SEARCH FOR TOMORROW										78	152	153	A	2.9	10	249	1317	675	96	776	217	353	304	325	343	410	173	228	133	136	165	59	52	72	17	17	17	
M-F										12.30P	30	NBC	DD	78	78	B	2.8	10	241	1327	725	141	835	238	339	317	325	453	340	106	142	130	124	174	45	40	107	45
SUPER PASSWORD										78	145	145	A	4.1	14	352	1284	763	90	801	176	356	287	381	406	349	133	208	125	169	136	51	48	83	46	46		
M-F										12.00N	30	NBC	QG	74	74	B	3.8	14	326	1208	659	85	762	169	292	266	291	424	275	72	124	92	119	143	51	36	120	65
TODAY SHOW-7.30AM										80	204	204	A	5.4	25	464	1282	669	214	730	217	445	388	358	258	451	115	204	217	227	195	40	13	61	41	41		
M-F										7.30A	30	NBC	N	99	99	B	4.9	24	421	1302	734	284	768	201	447	457	381	273	419	100	199	209	202	177	44	16	71	46
TODAY SHOW-8.30AM										80	204	204	A	5.9	24	507	1223	719	187	789	235	444	368	357	322	341	107	134	125	149	157	16	17	77	47	47		
M-F										8.30A	30	NBC		99	99	B	5.3	23	455	1217	758	180	804	205	400	377	363	352	333	72	128	139	137	169	23	11	57	35
\$25,000 PYRAMID										83	182	182	A	5.1	20	438	1121	691	184	764	150	322	301	354	427	258	35	151	152	154	87	28	14	71	21	21		
M-F										10.00A	30	CBS	QP	92	92	B	4.8	20	412	1215	712	158	805	180	366	333	381	407	283	65	157	157	155	99	24	17	103	34
WHEEL OF FORTUNE										78	205	205	A	7.7	29	661	1304	779	144	845	252	424	353	330	387	340	100	180	137	160	145	30	17	89	39	39		
M-F										11.00A	30	NBC	QG	99	99	B	7.1	29	610	1301	748	134	848	227	365	308	300	444	286	78	109	90	94	165	53	32	114	42
YOUNG AND THE RESTLESS										82	207	207	A	8.9	30	765	1328	794	197	883	284	492	461	393	344	287	93	156	129	129	107	52	34	106	41	41		
M-F										12.30P	60	CBS	DD	99	99	B	7.9	29	679	1261	792	189	880	292	506	446	404	329	243	75	122	101	107	103	49	35	89	21
12.30 - 1.00													A	8.8	30	756	1341	796	192	891	297	502	456	386	346	286	87	151	126	134	112	55	35	109	44	44		
1.00 - 1.30													A	9.0	30	773	1307	790	198	876	272	485	463	397	344	282	96	156	131	121	102	49	32	100	35	35		
*WEEKEND DAYTIME																																						
ABC FUN FIT-8:25AM										12	203	201	A	2.8	10	241	1278	725	141	403	167	303	303	190	100	133	112	112	63	21	17	128	78	614	452	452		
SAT.										8.25A	4	ABC	CN	98	98	B	2.7	10	232	1419	727	113	295	137	207	171	115	76	188	89	125	116	59	56	113	45	843	536
ABC FUN FIT-10:55AM										12	197	194	A	4.1	11	362	1602	799	51	395	176	290	209	181	105	276	122	181	135	154	88	193	68	738	429	429		
SAT.										10.55A	4	ABC	CN	96	95	B	3.8	10	312	1818	254	107	335	158	244	195	133	84	355	206	277	197	105	78	325	115	803	463
ABC WEEKEND SPECIALS										18	192	190	A	4.0	10	412	1610	413	27	444	270	321	250	108	94	311	165	185	103	127	118	215	89	668	384	384		
SAT.										12.00N	30	ABC	FV	95	95	B	4.3	14	170	1745	414	134	472	260	351	291	149	98	323	187	236	182	106	82	298	178	652	429



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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																			
GRAND PRIX MASTER INNS-SU(S)										169		A	4.1	11	352	1148	378	105	443	92	214	202	210	223	576	192	346	377	270	176	32	22	97	94	
1 SUN. 12.30P 164 NBC SE										90		A	3.2	9	275	1240	669	171	753	196	524	462	433	229	451	189	189	265	146	186	36	36	LT	LT	
12.30 1.00											A	3.8	10	326	1184	389	166	389	171	165	187	260	202	627	181	326	426	319	201	34	34	134	134		
1.00 1.30											A	4.2	11	361	1119	227	45	318	91	116	116	117	202	633	169	372	455	355	178	LT	LT	168	168		
1.30 2.00											A	4.0	10	344	1116	357	58	412	55	180	180	212	232	611	196	384	440	308	171	LT	LT	93	75		
2.00 2.30											A	4.5	12	387	1072	246	83	305	59	85	85	83	220	622	234	449	364	264	173	39	39	106	106		
2.30 3.00											A	5.4	14	464	1293	550	169	675	217	343	278	246	313	460	178	317	272	194	143	95	95	63	63		
GUMMI BEARS										18	198	198	A	5.3	25	455	1710	159	117	98	53	293	144	234	253	121	40	112	30	1049	690				
SAT. 8.30A 30 NBC CA										99	99	B	4.8	23	412	1723	188	69	237	112	163	122	91	67	179	74	119	116	72	46	153	63	1154	771	
IN THE NEWS-11.56AM										14	187	163	A	4.4	14	378	1450	337	215	77	106	359	132	191	233	137	126	401	108	316	91				
SAT. 11.56A 3 CBS CN										94	76	B	4.1	13	352	1804	375	180	443	270	335	229	116	97	301	187	242	202	83	41	346	93	714	431	
IN THE NEWS-12.56PM										13	145	134	A	4.3	13	369	1049	293	63	293	135	135	135	17	158	116	37	70	70	33	46	117	73	523	276
SAT. 12.56P 3 CBS CN										67	66	B	4.0	12	344	1713	392	156	422	255	303	229	93	95	331	204	259	158	96	53	229	122	731	471	
IT'S PUNKY BREWSTER										18	204	200	A	8.0	26	687	1705	314	62	320	202	259	189	103	61	254	157	179	210	97	22	190	139	941	537
SAT. 10.30A 30 NBC CA										99	98	B	7.4	26	636	1664	302	111	337	219	271	185	90	53	208	137	160	113	51	36	219	134	900	502	
KIDD VIDEO										18	175	180	A	5.8	18	498	1602	291	65	291	149	186	162	110	105	359	274	282	261	85	56	219	140	733	435
SAT. 11.30A 30 NBC CA										94	96	B	5.8	19	498	1766	352	125	382	225	281	203	104	90	287	197	222	146	67	58	260	175	837	526	
LITTLES										17	200	199	A	4.7	15	404	1960	366	77	443	284	351	273	100	92	212	45	121	109	120	91	220	79	1085	544
SAT. 11.30A 30 ABC CA 96 96 B 4.5 15 187 1758 332 120 188 218 293 235 118 79 276 159 208 139 82 60 259 152 835 472																																			
MEET THE PRESS										15	139	A	2.7	8	232	1530	82	135	102	444	564	508	375	292	351	11	11	169	195	182	34	34	120	120	
1 SUN. 12.00N 30 NBC CC										83		B	2.2	7	189	1333	556	218	608	161	249	248	240	307	568	148	266	277	242	273	44	LT	113	53	
MEET THE PRESS										1	144	A	3.5	10	301	1738	791	419	991	396	586	459	303	332	412	LT	222	281	365	131	56	56	279	LT	
2 SUN. 12.30P 30 NBC CC										91		B	3.5	10	301	1738	791	419	991	396	586	459	303	332	412	LT	222	281	365	131	56	56	279	LT	
MR. T										16	158	159	A	4.4	14	378	1548	251	98	254	127	127	127	78	127	392	325	325	281	67	14	146	39	756	469
SAT. 12.00N 30 NBC CA										89	88	B	4.7	16	404	1730	345	130	376	220	279	213	97	85	232	165	185	124	43	38	221	97	901	525	
MUPPET BABIES & MONSTERS										18	205	204	A	7.0	25	601	1814	238	122	276	111	187	136	105	89	123	27	87	60	60	36	229	109	1186	772
SAT. 9.00A 60 CBS CA										99	98	B	5.9	23	507	1879	285	108	327	180	261	205	105	60	169	83	126	108	60	38	241	91	1142	704	
9.00 - 9.30											A	6.3	24	541	1793	237	122	281	125	195	143	97	86	92	18	58	40	40	34	232	112	1188	787		
9.30 - 10.00											A	7.7	26	661	1820	238	118	269	97	178	131	111	91	145	31	107	76	76	38	223	106	1183	760		
NBA ON CBS										2	188	197	A	7.5	20	644	1495	363	185	397	130	219	232	192	144	852	374	577	498	373	221	82	33	164	113
1 SUN. 12.00N 150 CBS SE										97	99	B	7.5	20	644	1495	363	185	397	130	219	232	192	144	852	374	577	498	373	221	82	33	164	113	
2 SUN. 12.00N 157																																			
12.00 - 12.30											A	5.5	16	472	1371	359	123	367	109	145	215	149	152	787	354	553	431	347	234	53	24	164	95		
12.30 1.00											A	6.8	19	584	1455	319	150	397	96	153	193	173	144	882	405	629	518	384	217	85	24	151	94		
1.00 1.30											A	7.4	20	636	1484	380	177	413	150	241	245	197	149	792	333	512	466	357	209	94	36	185	135		
1.30 2.00											A	8.2	21	704	1501	350	190	390	134	251	243	190	132	860	341	554	538	396	231	91	38	160	108		
2.00 2.30											A	9.4	23	807	1590	372	250	434	136	256	245	231	142	906	413	624	529	390	215	98	39	152	119		
2.30 3.00											A	9.7	21	833	1878	513	242	556	175	269	295	255	218	975	453	627	460	332	265	83	83	264	232		
BC COLLEGE BSKBL SAT										2	162	165	A	3.6	10	309	1356	319	193	371	109	135	210	140	161	702	287	450	347	305	252	76	62	207	178
1 SAT. 2.30P 120 NBC SE										91	89	B	3.6	10	309	1356	319	193	371	109	135	210	140	161	702	287	450	347	305	252	76	62	207	178	
2 SAT. 1.00P 133																																			
1.00 - 1.30											A	3.6	10	309	900	149	62	236	LT	LT	113	155	123	476	172	256	149	252	220	LT	LT	188	104		
CONT'D																																			

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 2ND JAN. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION														
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
NO. OF STATIONS & PROGRAM COVERAGE										HOUSEHOLD AUDIENCES														
K E Y										TOTAL LADY WORK-ING WOMEN														
WK # DAY										TOTAL 18-34 18-49 25-54 35-64 55+														
START TIME DUR NET TYPE										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
WK 1 WK 2										TOTAL 18-34 18-49 25-54 35-64 55+														
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1986 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-34	35-44	45-54	55+	TOTAL	18-34	WOMEN 18-49	25-34	35-44	45-54	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																		
PRO BOWLERS TOUR-CONT'D																																		
2 SAT. 3.00P 90																																		
3.00 - 3.30												A	5.1	14	438	1338	505	186^	526	46v	233^	256^	297^	270^	590	190^	287^	224^	229^	276^	119^	86^	103^	76v
3.30 - 4.00												A	6.1	15	524	1309	492	185^	509	80^	220^	216^	248^	274	675	216^	341	273	284	313	81^	57v	44v	28v
4.00 - 4.30												A	6.9	17	593	1509	487	346	687	252	403	198^	270	276	710	220^	365	266	333	324	73^	44v	39v	39v
RICHIE RICH																																		
SAT. 11.00A 30 CBS CA 4 198 175												A	4.4	14	378	1963	380	146^	462	287^	348^	228^	133^	57v	257^	70v	184^	155^	130^	57v	379	65v	865	553
												B	4.8	15	412	1953	323	98	376	216	293	199	123	58	337	181	250	187	74	82	330	40	910	593
ROCK N WRESTLING																																		
SAT. 10.00A 60 CBS CA 15 203 203												A	6.1	20	524	2107	307	125^	389	210^	284	166^	146^	101^	253^	93^	198^	162^	116^	44v	376	142^	1089	769
10.00 - 10.30												B	5.7	20	490	1964	275	100	312	169	226	172	108	73	257	112	189	159	104	55	370	146	1025	705
10.30 - 11.00												A	6.2	21	533	2064	283	119^	338	175^	241^	142^	134^	97^	258	94^	212^	159^	126^	38v	373	137^	1095	782
												A	6.0	19	515	2142	330	132^	439	248^	330	190^	155^	103^	247^	95^	185^	160^	100^	52v	375	144^	1081	753
SCOOBY'S MYSTERY FUNHOUSE																																		
SAT. 8.00A 30 ABC CA 12 204 202												A	2.8	18	241	1274	286^	150^	406^	161^	270^	298^	199^	108v	125v	99v	99v	79v	26v	1T	121v	71v	622	461^
												B	2.5	16	215	1457	238	115	308	147	210	182	113	82	194	84	119	114	59	67	108	41	847	544
SMURFS I																																		
SAT. 9.00A 30 NBC CA 18 203 203												A	6.0	23	515	1350	179^	100^	227^	82^	151^	151^	112^	76^	225^	134^	157^	174^	60v	51v	80^	29v	818	490
												B	6.1	25	524	1627	254	79	298	172	226	172	100	61	204	106	142	120	57	54	182	82	943	574
SMURFS II																																		
SAT. 9.30A 30 NBC CA 18 203 203												A	7.6	26	653	1447	246	146^	283	132^	213	186^	125^	70^	200^	134^	144^	160^	43v	40v	225	123^	739	445
												B	7.5	27	644	1628	282	110	324	184	246	196	106	68	209	114	145	123	56	56	215	108	880	525
SMURFS III																																		
SAT. 10.00A 30 NBC CA 18 203 202												A	9.1	30	782	1573	273	94^	283	160^	229	180	106^	54^	246	134^	134^	205	102^	27v	230	136^	814	459
												B	8.8	31	756	1662	297	114	341	206	272	211	106	54	231	156	183	118	57	32	223	127	867	485
MONKS																																		
SAT. 8.00A 30 NBC CA 18 195 195												A	3.3	21	281	1640	218^	88v	101^	166^	233^	201^	110v	88v	315^	180^	234^	251^	95v	84v	59v	1T	90^	67^
												B	3.1	20	266	1609	188	68	228	122	157	104	64	64	207	93	136	136	75	51	137	54	1039	683
SPIDERMAN AND FRIENDS																																		
2 SAT. 12.30P 30 NBC CA 14 126 75												A	4.3	13	369	1401	53v	LT	53v	LT	LT	LT	53v	53v	444^	403^	403^	186^	41v	41v	245^	36v	659^	376^
												B	4.2	13	361	1781	341	155	399	165	276	224	164	116	220	122	163	137	90	48	268	120	894	507
SPORTSWORLD																																		
1 SUN. 3.14P 81 NBC SA 1 151 83												A	7.0	17	601	1456	645	249^	737	194^	373^	336^	304^	319^	500	123^	294^	261^	264^	196^	120^	111v	99v	99v
3.00 - 3.30												B	7.0	17	601	1456	645	249	737	194	373	336	304	319	500	123	294	261	264	196	120	111	99	99
3.30 - 4.00												A	5.8	15	498	1432	720	269^	835	207^	389^	341^	299^	409^	423^	73v	245^	242^	252^	178^	106v	106v	68v	68v
4.00 - 4.30												A	6.8	17	584	1449	654	241^	762	203^	365^	317^	300^	353^	486	63v	293^	293^	321^	193^	119^	119^	82v	82v
												A	7.6	18	653	1473	623	238^	687	190^	372^	342^	299^	268^	521	175^	296^	227^	224^	203^	134^	118^	131^	131^
SUPER BOWL XX PRE(S)																																		
2 SUN. 3.00P 11B NBC SC 217 99												A	21.0	42	1804	2198	698	388	800	356	567	462	356	169	1077	395	732	699	585	247	168	53^	153	92^
3.00 - 3.30												A	15.5	33	1331	2088	626	352	727	347	512	365	286	161^	969	316	622	574	555	265	192^	42v	200	102^
3.30 - 4.00												A	18.7	38	1606	2233	737	428	815	373	594	478	364	161^	1104	418	762	728	594	242	181	52^	133^	73^
4.00 - 4.30												A	22.3	44	1916	2239	683	393	802	352	573	468	369	166	1115	430	768	739	591	240	166	54^	156	100^
4.30 - 5.00												A	28.1	51	2414	2193	719	375	824	348	574	495	382	182	1083	395	743	717	590	243	148	60^	138	89^
SUPER BOWL XX KICKOFF SPL(S)																																		
2 SUN. 4.58P 16 NBC SC 217 99												A	41.7	69	3582	2212	744	388	852	343	571	509	394	208	1047	334	690	695	589	259	137	49^	176	117
SUPER BOWL XX(S)																																		
2 SUN. 5.14P 231 NBC SE 217 99												A	48.3	70	4149	2231	768	374	870	348	578	498	402	218	1038	364	699	673	551	255	152	56^	171	118
5.00 - 5.30												A	48.0	76	4123	2217	757	382	869	337	574	508	415	210	1044	337	685	687	574	264	145	47^	159	108
5.30 - 6.00												A	50.3	77	4321	2212	752	369	859	350	564	482	387	217	1055	352	701	688	573	265	148	51^	150	101
6.00 - 6.30												A	49.8	73	4278	2206	764	367	865	355	574	492	399	212	1031	364	702	670	548	250	141	49^	169	121
6.30 - 7.00												A	49.7	72	4269	2210	751	362	860	358	571	477	383	217	1030	371	700	659	539	250	144	51^	176	121
7.00 - 7.30												A	46.7	68	4012	2271	799	378	906	352	581	495	409	248	1040	365	688	668	550	266	144	53^	181	127
7.30 - 8.00												A	48.4	69	4158	2246	778	368	885	340	573	489	406	238	1033	357	687	674	550	258	140	54^	188	132
CONT'D																																		

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG. AUD. SHARE % %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES						TEENS (12-17)		CHILDREN (2-11)				
																				TOTAL 18-34 18-49 25-54 35-64 55+						MEN 18-34 18-49 25-54 35-64 55+					TOTAL FEM.		TOTAL 8-11	
WEEKEND DAYTIME CONT'D																																		
SUPER BOWL XX(S)-CONT'D																																		
8.00 - 8.30																																		
8.30 - 9.00																																		
SUPER BOWL XX POST(S)										216																								
2 SUN. 9.05P 32 NBC SC										99																								
SUNDAY MORNING										17 165 170																								
SUN. 9.00A 90 CBS N										94 95																								
9.00 - 9.30																																		
9.30 - 10.00																																		
10.00 - 10.30																																		
SUPERPOWERS TEAM										12 197 194																								
SAT. 10.30A 30 ABC CA										96 95																								
13 GHOSTS OF SCOOBY-DOO										12 198 197																								
SAT. 11.00A 30 ABC CA										95 94																								
THIS WEEK-DAVID BRINKLEY										14 184																								
2 SUN. 11.30A 60 ABC N										97																								
11.30 - 12.00																																		
12.00 - 12.30																																		
THIS WK-DAVID BRINKLEY(B)										136																								
1 SUN. 11.30A 60 ABC N										73																								
11.30 - 12.00																																		
12.00 - 12.30																																		
MUZZLES										18 198 197																								
SAT. 8.30A 30 CBS CA										97 97																								

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 13, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					16,060 18.7				18,380 21.4							
	ABC TV						HARDCASTLE & MCCORMICK				ABC MONDAY NIGHT MOVIE RIGHT OF THE PEOPLE (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{					12,630 14.7	14.3*		15.1*	12,460 14.5	15.0*		14.7*		14.4*		14.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 14.1	21* 14.5		21* 15.1	22 15.3	21* 14.8		21* 14.5		23* 14.4		24* 13.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					19,500 22.7				21,220 24.7		20,620 24.0		18,730 21.8			
	CBS TV						SCARECROW & MRS. KING (SD)				KATE & ALLIE		NEWHART (SD)		CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)	{					16,240 18.9	18.1*		19.7*	18,810 21.9		18,550 21.6		15,550 18.1	18.3*		17.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					27 17.5	26* 18.8		28* 19.6	31 21.0		31 21.4		29 18.5	29* 18.2		30* 17.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					19,160 22.3				18,980 22.1							
	NBC TV						TV BLOOPERS & PRAC. JOKES (SD)				NBC MONDAY NIGHT MOVIES FATAL VISION, PART 2 (R)							
	AVERAGE AUDIENCE (Households (000) & %)	{					14,350 16.7	16.7*		16.6*	12,110 14.1	13.4*		13.9*		14.8*		14.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 16.3	24* 17.2		24* 16.5	21 13.9	19* 12.9		20* 13.6		23* 14.9		24* 13.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,770 17.2				22,250 25.9							
	ABC TV						HARDCASTLE & MCCORMICK (R)(SD)				ABC MONDAY NIGHT MOVIE PRINCE OF BEL AIR (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{					11,770 13.7	13.6*		13.8*	15,030 17.5	17.1*		18.0*		17.9*		16.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					20 13.8	20* 13.3		20* 13.5	27 16.8	24* 17.3		26* 18.1		29* 18.1		30* 17.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					19,500 22.7				20,700 24.1		20,270 23.6		18,120 21.1			
	CBS TV						SCARECROW & MRS. KING (R)(SUS-SD)				KATE & ALLIE		NEWHART (SD)		CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)	{					15,630 18.2	17.5*		19.0*	18,470 21.5		18,040 21.0		14,600 17.0	17.2*		16.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 17.0	25* 17.9		27* 18.9	31 20.8		31 20.9		29 17.3	28* 17.1		30* 17.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					18,810 21.9				17,950 20.9							
	NBC TV						TV BLOOPERS & PRAC. JOKES (SD)				CELEBRATE-HONOR-M.L.KING (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{					14,350 16.7	16.7*		16.6*	10,910 12.7	13.7*		12.9*		12.4*		11.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 16.2	24* 17.3		24* 16.3	20 14.1	19* 13.2		19* 13.0		20* 12.7		21* 12.0
TV HOUSEHOLDS USING TV			WK 1	10.1	10.4	10.6	10.8	10.9	11.0	11.1	11.2	11.3	11.4	11.5	11.6	11.7	11.8	11.9
(See Def. 1)			WK 2	10.1	10.4	10.6	10.8	10.9	11.0	11.1	11.2	11.3	11.4	11.5	11.6	11.7	11.8	11.9

U.S. TV Households 85,900,000

For explanation of symbols, See page A

EVE. MON. JAN. 20, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN.14, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		20,440 23.8	19,070 22.2	18,980 22.1		13,920 16.2							
	ABC TV	{		WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (SD)		SPENSER: FOR HIRE					
	AVERAGE AUDIENCE (Households (000) & %)	{		17,870 20.8	17,520 20.4	15,630 18.2	18.2*	18.3*	12.8	12.8*	12.8	12.8	12.8	12.8	12.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		30 19.8	29 21.8	26 20.3	26 *	26 *	21	20 *	20 *	20 *	22 *	22 *	22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		16,240 18.9		24,830 28.9									
	CBS TV	{		B BUNNY/LOONEY TUNES 50TH (SD)				GRAND OLE OPRY'S 60TH ANN (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{		11,170 13.0	12.5*	18,120 21.1	20.5*	21.6*		22.3*			20.0*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		19 12.7	18 *	32 19.9	29 *	31 *	23.2	35 *	21.5	20.8	34 *	19.3	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		21,130 24.6		15,550 18.1				14,350 16.7					
	NBC TV	{		A TEAM (SD)		RIPTIDE (SD)		REMINGTON STEELE							
	AVERAGE AUDIENCE (Households (000) & %)	{		16,920 19.7	19.0*	12,800 14.9	15.2*	14.6*	11,850 13.8	13.7*			13.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		29 18.6	28 *	21 15.2	21 *	21 *	22	22 *	13.7	13.6	23 *	14.0	

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		20,870 24.3	19,670 22.9	23,540 27.4		19,590 22.8							
	ABC TV	{		WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (SD)		SPENSER: FOR HIRE					
	AVERAGE AUDIENCE (Households (000) & %)	{		18,300 21.3	17,700 20.6	18,550 21.6	21.8*	21.5*	15,810 18.4	18.9*			17.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		32 20.7	30 21.8	31 21.7	32 *	31 *	31	30 *	19.1	18.7	31 *	17.4	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		15,380 17.9		23,360 27.2									
	CBS TV	{		MUPPETS 30TH ANNIVERSARY (SD)				MISS TEEN USA (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{		11,510 13.4	13.1*	13,060 15.2	13.3*	14.1*		16.7*			16.6*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		20 13.1	20 *	24 13.3	19 *	21 *	16.9	27 *	16.4	16.3	29 *	16.9	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		18,300 21.3		16,840 19.6				13,060 15.2					
	NBC TV	{		A TEAM (SD)		RIPTIDE (SD)		NBC NEWS SPL:A.I.D.S.							
	AVERAGE AUDIENCE (Households (000) & %)	{		14,770 17.2	16.5*	13,490 15.7	15.6*	15.9*	9,960 11.6	11.9*			11.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		25 18.0	25 *	23 15.6	23 *	23 *	19	19 *	11.9	11.7	20 *	11.1	

TV HOUSEHOLDS USING TV	WK 1	64.1	64.2	64.6	66.5	67.4	69.1	69.6	70.4	70.6	71.0	70.3	69.2	64.7	62.8	60.7	58.3
(See Def. 1)	WK 2	60.2	61.5	61.7	63.7	65.9	67.2	68.9	69.4	68.6	69.0	69.0	67.8	63.4	61.6	59.3	57.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. JAN.21, 1986



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.15, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	18,120 21.1				21,390 24.9				19,760 23.0			
	ABC TV	MACGYVER (SD)				DYNASTY (SD)				HOTEL			
	AVERAGE AUDIENCE (Households (000) & %)	13,660 15.9				17,520 20.4				15,980 18.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	23 14.9				30 20.0				31 19.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,000 16.3				14,350 16.7				13,490 15.7			
	CBS TV	MARY FOLEY SQUARE (SJS-SD)				CRAZY LIKE A FOX (SD)				EQUALIZER			
	AVERAGE AUDIENCE (Households (000) & %)	11,850 13.8				11,680 13.6				10,480 12.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 13.5				20 13.1				20 12.3			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	21,050 24.5				18,810 21.9				15,630 18.2			
	NBC TV	HIGHWAY TO HEAVEN (SD)				BLACKE'S MAGIC (SD)				ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)	17,090 19.9				14,770 17.2				13,060 15.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	29 18.7				25 16.4				25 15.1			

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	20,100 23.4				24,140 28.1				21,300 24.8			
	ABC TV	MACGYVER (SD)				DYNASTY (SD)				HOTEL			
	AVERAGE AUDIENCE (Households (000) & %)	15,200 17.7				20,790 24.2				17,700 20.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	26 16.5				35 22.8				34 21.4			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	15,980 18.6				15,630 18.2				14,520 16.9			
	CBS TV	MARY FOLEY SQUARE (SJS-SD)				CRAZY LIKE A FOX (SD)				EQUALIZER			
	AVERAGE AUDIENCE (Households (000) & %)	13,570 15.8				12,460 14.5				11,420 13.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 15.3				21 14.6				22 13.5			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	19,590 22.8				16,490 19.2				15,550 18.1			
	NBC TV	MISSING-HAVE YOU SEEN-2 (SD)				BLACKE'S MAGIC (SD)				ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)	14,600 17.0				12,630 14.7				12,370 14.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25 17.0				21 14.7				24 14.2			

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	59.7	61.1	61.7	63.5	66.6	68.8	69.6	70.4	68.2	68.7	68.4	67.7	63.2	61.7	60.0	57.7
	WK. 2	62.2	64.1	64.0	64.4	65.5	66.8	67.8	68.6	69.6	70.2	69.7	69.2	63.9	62.7	60.1	58.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. JAN.22, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.16, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE (Households (000) & %)		{		6,530 7.6		14,690 17.1		16,410 19.1							
ABC TV				SHADOW CHASERS		DYNASTY II: COLBY'S (SD)		20/20							
AVERAGE AUDIENCE (Households (000) & %)		{		4,300 5.0		12,030 14.0		13,230 15.4							
SHARE OF AUDIENCE %		{		7 7 *		20 19 *		24 24 *							
AVG. AUD. BY ¼ HR.		{		5.0 4.3		6.0 13.0		15.1 15.2		15.6 15.6		14.8 14.8			
TOTAL AUDIENCE (Households (000) & %)		{		16,920 19.7		18,900 22.0		20,620 24.0							
CBS TV				MAGNUM, P.I. (R)(SD)		SIMON & SIMON (SD)		KNOTS LANDING							
AVERAGE AUDIENCE (Households (000) & %)		{		13,060 15.2		15,720 18.3		17,780 20.7							
SHARE OF AUDIENCE %		{		22 21 *		26 25 *		33 33 *							
AVG. AUD. BY ¼ HR.		{		14.4 14.6		16.1 17.7		18.8 18.4		20.7 20.7		19.7 19.7			
TOTAL AUDIENCE (Households (000) & %)		{		36,080 42.0		32,470 37.8		24,310 28.3		21,650 25.2		17,700 20.6			
NBC TV				BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT (SD)		HILL STREET BLUES			
AVERAGE AUDIENCE (Households (000) & %)		{		33,420 38.9		30,150 35.1		22,080 25.7		19,760 23.0		14,430 16.8			
SHARE OF AUDIENCE %		{		55 50		50 50		37 37		33 33		27 27 *		16.3* 27 *	
AVG. AUD. BY ¼ HR.		{		37.4 40.4		35.3 34.8		26.2 25.2		23.4 22.7		17.4 17.2		16.5 16.0	
TOTAL AUDIENCE (Households (000) & %)		{		16,320 19.0				18,640 21.7							
ABC TV						ABC MOVIE SPECIAL GREASE II (SD)		20/20							
AVERAGE AUDIENCE (Households (000) & %)		{		7,900 9.2				13,920 16.2							
SHARE OF AUDIENCE %		{		13 8.6		8.3* 12 *		10.2* 15 *		10.0* 15 *		17.0* 26 *		15.3* 25 *	
AVG. AUD. BY ¼ HR.		{		8.6 8.1		8.1 8.4		10.0 10.5		10.2 9.9		16.7 17.3		15.8 14.8	
TOTAL AUDIENCE (Households (000) & %)		{		18,040 21.0		22,160 25.8		20,870 24.3							
CBS TV				MAGNUM, P.I. (SD)		SIMON & SIMON (SD)		KNOTS LANDING							
AVERAGE AUDIENCE (Households (000) & %)		{		14,000 16.3		18,210 21.2		17,780 20.7							
SHARE OF AUDIENCE %		{		23 21 *		31 30 *		33 32 *							
AVG. AUD. BY ¼ HR.		{		14.1 15.2		18.1 20.1		21.6 21.7		20.7 20.6		20.7 20.7		21.0 21.0	
TOTAL AUDIENCE (Households (000) & %)		{		32,810 38.2		28,430 33.1		22,850 26.6		20,870 24.3		18,210 21.2			
NBC TV				BILL COSBY SHOW (R)		FAMILY TIES (SD)		CHEERS		NIGHT COURT		HILL STREET BLUES			
AVERAGE AUDIENCE (Households (000) & %)		{		29,380 34.2		26,200 30.5		20,870 24.3		18,810 21.9		14,350 16.7			
SHARE OF AUDIENCE %		{		49 33.2		44 30.4		35 24.8		32 23.8		27 21.9		16.4* 27 *	
AVG. AUD. BY ¼ HR.		{		35.1 30.4		30.6 30.6		23.8 21.9		21.8 21.8		16.9 16.4		16.4 16.3	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1		64.4	64.6	64.4	64.4	64.4	64.4	64.4	64.4	64.4	64.4	64.4	64.4
		WK 2		61.2	61.7	61.1	61.1	61.1	61.1	61.1	61.1	61.1	61.1	61.1	61.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. JAN.23, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE (Households (000) & %)		14,770 17.2		12,280 14.1		11,510 11.4		9,190 10.7		7,300 8.5			
ABC TV		WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		HE'S THE MAYOR (SD)		FALL GUY			
AVERAGE AUDIENCE (Households (000) & %)		12,540 14.6		11,080 12.9		10,140 11.8		8,070 9.4		5,760 6.7		6.5*	
SHARE OF AUDIENCE %		24		20		18		15		11		11*	
AVG. AUD. BY ¼ HR. %		14.0		15.1		13.1		12.8		11.7		11.9	
TOTAL AUDIENCE (Households (000) & %)		20,270 23.6		23,540 27.4		18,900 22.0							
CBS TV		GEORGE BURNS 90TH B/DAY (SUS-SD)		DALLAS (SD)		FALCON CREST							
AVERAGE AUDIENCE (Households (000) & %)		15,550 18.1		19,930 23.2		16,410 19.1		23.8*		19.2*		18.9*	
SHARE OF AUDIENCE %		29		28*		30*		36		35*		37*	
AVG. AUD. BY ¼ HR. %		16.6		17.3		18.5		20.0		22.2		23.0	
TOTAL AUDIENCE (Households (000) & %)		15,030 17.5		15,810 18.4		23,190 27.0							
NBC TV		MISFITS OF SCIENCE (SD)		KNIGHT RIDER		MIAMI VICE							
AVERAGE AUDIENCE (Households (000) & %)		10,910 12.7		12,110 14.1		15,310 18.4		22.2		22.2*		22.2*	
SHARE OF AUDIENCE %		20		20*		20*		24*		37		36*	
AVG. AUD. BY ¼ HR. %		12.7		12.2		12.9		12.9		12.4		13.5	

TOTAL AUDIENCE (Households (000) & %)		15,630 18.2		15,120 17.6		12,030 14.0		9,880 11.5		7,220 8.4		FALL GUY	
ABC TV		WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		HE'S THE MAYOR (SD)					
AVERAGE AUDIENCE (Households (000) & %)		13,740 16.0		13,060 15.2		10,740 12.5		8,500 9.9		5,150 6.0		6.0*	
SHARE OF AUDIENCE %		26		24		19		15		10		10*	
AVG. AUD. BY ¼ HR. %		15.1		16.8		15.1		12.5		12.5		10.4	
TOTAL AUDIENCE (Households (000) & %)		17,270 20.1		22,330 26.0		18,210 21.2		DALLAS (SD)		FALCON CREST			
CBS TV		TWILIGHT ZONE (SUS-SD)											
AVERAGE AUDIENCE (Households (000) & %)		12,200 14.2		13.4*		15.0*		18,900 22.0		21.2*		22.8*	
SHARE OF AUDIENCE %		22		21*		24*		34		32*		35*	
AVG. AUD. BY ¼ HR. %		13.3		13.6		14.3		15.8		20.5		21.8	
TOTAL AUDIENCE (Households (000) & %)		18,120 21.1		15,380 17.9		25,340 29.5		DISNEY'S LIVING SEAS (SD)		KNIGHT RIDER (SD)		MIAMI VICE	
NBC TV													
AVERAGE AUDIENCE (Households (000) & %)		13,490 15.7		16.1*		15.2*		11,420 13.3		12.4*		14.3*	
SHARE OF AUDIENCE %		25		26*		24*		20		19*		22*	
AVG. AUD. BY ¼ HR. %		16.0		16.2		15.7		14.8		12.0		12.8	

TV HOUSEHOLDS USING TV		WK. 1	58.9	58.1	58.4	59.6	61.2	62.3	62.7	63.6	63.8	64.6	64.6	63.3	61.5	60.9	60.5	59.0
(See Def. 1)		WK. 2	56.8	58.1	58.6	60.6	62.0	63.5	63.3	63.9	64.7	65.9	65.5	65.4	63.1	62.1	61.0	59.7

For explanation of symbols, See page A.

EVE.FRI. JAN.24, 1986

EVE.SAT. JAN.18, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. JAN.25, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN. 18, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 2,750  
(Households (000) & %) { 3.2

## ABC TV

AVERAGE AUDIENCE { 2,660  
(Households (000) & %) { 3.1  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY ¼ HR. % 3.1

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 11,340  
(Households (000) & %) { 13.2

## NBC TV

AVERAGE AUDIENCE { 5,500  
(Households (000) & %) { 6.4  
SHARE OF AUDIENCE % 19  
AVG. AUD. BY ¼ HR. % 8.5

SATURDAY NIGHT  
(11:30-12:50AM)  
(SUSTAINING 12:50-1:00AM)

6.4	7.9*	5.9*	4.8*
19	20*	18*	18*
8.5	7.9	6.5	5.4
		5.0	4.4

TOTAL AUDIENCE {  
(Households (000) & %) {

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,750  
3.2  
ABC  
WEEKEND  
REPORT-  
SAT  
2,490  
2.9  
7  
2.9

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 12,030  
(Households (000) & %) { 14.0

## NBC TV

AVERAGE AUDIENCE { 6,700  
(Households (000) & %) { 7.8  
SHARE OF AUDIENCE % 22  
AVG. AUD. BY ¼ HR. % 9.2

SATURDAY NIGHT  
(11:30-12:49AM)  
(SUSTAINING 12:50-1:00AM)

7.8	9.2*	7.3*	6.5*
22	23*	22*	23*
9.2	9.2	7.5	7.0
		6.6	6.1

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

U.S. TV Households: 85,900,000

50.9	46.7	40.8	37.4	34.4	31.2	27.6	24.9	22.1	19.5	17.1	15.9	13.4	11.9	11.4	10.3
50.5	46.5	40.8	38.6	34.9	32.2	29.1	26.4	22.4	19.8	17.6	15.8	14.0	13.0	11.8	10.6



TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 11,250 13.1		{ 15,810 18.4		{ 20,790 24.2								
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)		FUNNY (SD)		ABC SUNDAY NIGHT MOVIE CLUB MED (SD)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,220 8.4		{ 11,000 12.8		{ 12,710 14.8								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 13 8.4		{ 19 12.3		{ 23 15.4								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 28,690 33.4		{ 27,660 32.2		{ 24,050 28.0								
	CBS TV		60 MINUTES		MURDER, SHE WROTE (SD)		CBS SUNDAY NIGHT MOVIE PASSION FLOWER (SD)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 22,850 26.6		{ 24,050 28.0		{ 15,200 17.7								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 42 23.9		{ 41 26.1		{ 27 19.8								
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 9,710 11.3		{ 11,600 13.5		{ 14,770 17.2		{ 13,830 16.1		{ 28,090 32.7				
	NBC TV		PUNKY BREWSTER		SILVER SPOONS		AMAZING STORIES		ALFRED HITCHCOCK PRESENTS (SD)		NBC SUNDAY NIGHT MOVIE MAFIA PRINCESS				
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,900 9.2		{ 10,220 11.9		{ 12,800 14.9		{ 12,970 15.1		{ 20,960 24.4				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 15 8.5		{ 18 11.2		{ 22 14.8		{ 21 15.0		{ 37 22.5				

W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 8,070 9.4		{ 8,500 9.9		{ 18,300 21.3								
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)		PROS AND CONS (SD)		ABC SUNDAY NIGHT MOVIE SINGLE BARS, SINGLE WOMEN (R)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,070 5.9		{ 6,010 7.0		{ 10,140 11.8								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 8 5.4		{ 9 6.6		{ 18 8.9								
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 17,010 19.8		{ 25,680 29.9		{ 23,540 27.4								
	CBS TV		CBS SUNDAY NIGHT MOVIE AGATHA CHRISTIE'S 'MURDER WITH MIRRORS' (R)(SD)		60 MINUTES (SD)		MURDER, SHE WROTE (R)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,960 11.6		{ 17,950 20.9		{ 19,330 22.5								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 17 10.5		{ 29 18.4		{ 34 22.1								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 35,910 41.8		{ 33,330 38.8		{ 30,410 35.4								
	NBC TV		SUPER BOWL XX CHICAGO VS NEW ENGLAND (5:14-9:05PM)(OP)		SUPER BOWL XX POST (9:05-9:37PM) (SD)(OP)(Y-OP)		NBC SUNDAY NIGHT MOVIE THE LAST PRECINCT (9:37-11:07PM) (SD)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 46.7* 68 *		{ 48.4* 69 *		{ 46.9* 64 *								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 45.8 47.6		{ 48.1 47.5		{ 47.3 46.5								

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1 WK. 2	61.1	62.7	63.8	65.0	66.8	68.6	70.0	70.6	68.7	68.9	67.8	67.1	65.8	64.2	63.0	59.9
		70.1	70.7	71.7	72.3	73.3	74.0	74.0	74.3	73.3	71.6	69.8	68.8	65.8	63.5	61.1	58.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.19, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,690		4.3									
	ABC TV							ABC WEEKEND REPORT- SUN.									
	AVERAGE AUDIENCE (Households (000) & %)	{				3,440		4.0									
	SHARE OF AUDIENCE %					11											
	AVG. AUD. BY ¼ HR. %					4.0											
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		4,470		5.2											
	CBS TV					CBS SUNDAY NEWS- 090000											
	AVERAGE AUDIENCE (Households (000) & %)	{		4,470		5.2											
	SHARE OF AUDIENCE %			11													
	AVG. AUD. BY ¼ HR. %			5.2													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		1,890		2.2											
	NBC TV					6 MICHAELS SPORTS MACHINE											
	AVERAGE AUDIENCE (Households (000) & %)	{		1,800		2.1											
	SHARE OF AUDIENCE %			6													
	AVG. AUD. BY ¼ HR. %			2.1													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,350		3.9											
	ABC TV					ABC WEEKEND REPORT- SUN.											
	AVERAGE AUDIENCE (Households (000) & %)	{		3,090		3.6											
	SHARE OF AUDIENCE %			16													
	AVG. AUD. BY ¼ HR. %			3.6													
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,210		4.9											
	CBS TV					CBS SUNDAY NEWS 080000											
	AVERAGE AUDIENCE (Households (000) & %)	{		3,950		4.6											
	SHARE OF AUDIENCE %			9													
	AVG. AUD. BY ¼ HR. %			4.6													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		1,550		1.8											
	NBC TV			(1)		6 MICHAELS SPORTS MACHINE (11:37-11:52PM)											
	AVERAGE AUDIENCE (Households (000) & %)	{		1,550		1.8											
	SHARE OF AUDIENCE %			21.5*		7											
	AVG. AUD. BY ¼ HR. %			21.5		1.8		1.8									

TV HOUSEHOLDS USING TV	WK. 1	49.5	43.5	34.9	30.9	25.9	23.4	20.6	18.6	16.0	14.1	11.8	10.0	8.4	7.8	6.9	6.3
(See Def. 1)	WK. 2	52.0	44.8	35.0	30.4	25.7	22.8	19.5	16.8	14.9	13.0	11.0	9.9	8.9	8.1	7.5	7.3

U.S. TV Households: 85,900,000

(1) NBC SUNDAY NIGHT MOVIE, THE LAST PRECINCT, NBC, (9:37-11:07PM)

For explanation of symbols, See page A.

EVE.SUN. JAN.26, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		4,810 5.6		5,840 6.8											
	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		3,870 4.5		4,810 5.6											
W E E K 2	SHARE OF AUDIENCE %		22		23											
	AVG. AUD. BY ¼ HR. %		4.4 4.5		5.6 5.7											
	TOTAL AUDIENCE (Households (000) & %)		2,750 3.2		3,440 4.0		5,150 6.0		4,380 5.1							
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID		NEW CARD SHARKS					
W E E K 3	AVERAGE AUDIENCE (Households (000) & %)		2,060 2.4		2,660 3.1		4,380 5.1		3,690 4.3							
	SHARE OF AUDIENCE %		12		13		20		17							
	AVG. AUD. BY ¼ HR. %		2.3 2.4		3.0 3.2		4.9 5.3		4.3 4.3							
	TOTAL AUDIENCE (Households (000) & %)		5,760 6.7		5,840 6.8		3,690 4.3		4,550 5.3							
W E E K 4	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		FAMILY TIES M-F		SALE OF THE CENTURY							
	AVERAGE AUDIENCE (Households (000) & %)		4,550 5.3		4,980 5.8		3,090 3.6		3,870 4.5							
	SHARE OF AUDIENCE %		25		24		14		18							
	AVG. AUD. BY ¼ HR. %		5.3 5.4		5.9 5.8		3.4 3.7		4.3 4.6							

W E E K 5	TOTAL AUDIENCE (Households (000) & %)		4,640 5.4		5,150 6.0											
	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		3,610 4.2		4,210 4.9											
W E E K 6	SHARE OF AUDIENCE %		20		20											
	AVG. AUD. BY ¼ HR. %		4.0 4.3		4.9 4.9											
	TOTAL AUDIENCE (Households (000) & %)		3,090 3.6		3,780 4.4		5,240 6.1		4,980 5.8							
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID		NEW CARD SHARKS					
W E E K 7	AVERAGE AUDIENCE (Households (000) & %)		2,410 2.8		3,090 3.6		4,300 5.0		4,300 5.0							
	SHARE OF AUDIENCE %		13		15		19		19							
	AVG. AUD. BY ¼ HR. %		2.6 2.9		3.4 3.7		4.7 5.4		4.8 5.1							
	TOTAL AUDIENCE (Households (000) & %)		5,670 6.6		6,270 7.3		4,470 5.2		4,980 5.8							
W E E K 8	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		FAMILY TIES M-F		SALE OF THE CENTURY							
	AVERAGE AUDIENCE (Households (000) & %)		4,720 5.5		5,150 6.0		3,610 4.2		4,210 4.9							
	SHARE OF AUDIENCE %		26		24		16		18							
	AVG. AUD. BY ¼ HR. %		5.5 5.5		6.0 6.0		4.1 4.5		4.8 5.1							

TV HOUSEHOLDS USING TV	WK. 1 (See Def. I)	13.4	15.5	17.4	19.1	21.1	22.9	23.0	23.6	23.9	24.9	25.4	25.5	25.3	25.5	25.0	25.2
		13.0	15.2	17.7	19.6	21.3	22.6	23.1	23.8	24.8	25.7	25.8	26.2	26.1	26.8	26.5	26.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.13-17, 1986

A 11

W

E

E

K

1

W

E

E

K

2

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

TOTAL AUDIENCE (Households (000) & %)	{	2,320 2.7 B. FORSYTH'S HOT STREAK	2,830 3.3 NEW LOVE AMERICAN STYLE	3,180 3.7 RYAN'S HOPE	4,040 4.7 LOVING	9,620 11.2 ALL MY CHILDREN	9,360 10.9 ONE LIFE TO LIVE (SD)
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## ABC TV

AVERAGE AUDIENCE (Households (000) & %)	{	1,800 2.1	2,410 2.8	2,750 3.2	3,520 4.1	7,220 8.4	7,300 8.5
SHARE OF AUDIENCE %	{	8	11	11	14	27	28
AVG. AUD. BY ¼ HR. %	{	2.1	2.8	3.2	4.0	7.5	8.1

TOTAL AUDIENCE (Households (000) & %)	{	6,440 7.5 PRICE IS RIGHT 1	8,160 9.5 PRICE IS RIGHT 2 (SD)	9,620 11.2 YOUNG AND THE RESTLESS	7,300 8.5 AS THE WORLD TURNS	5,070 5.9 CAPITOL
--	---	-------------------------------------	--	---	------------------------------------	-------------------------

## CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{	5,580 6.5	7,130 8.3	7,390 8.6	8,4* 29 *	5,760 6.7	4,550 5.3
SHARE OF AUDIENCE %	{	25	32	29	29 *	22	23 *
AVG. AUD. BY ¼ HR. %	{	6.2	6.8	7.9	8.4	6.6	5.3

TOTAL AUDIENCE (Households (000) & %)	{	7,220 8.4 WHEEL OF FORTUNE	5,410 6.3 SCRABBLE	3,690 4.3 SUPER PASSWORD	2,750 3.2 SEARCH FOR TOMORROW	7,900 9.2 DAYS OF OUR LIVES	5,500 6.4 ANOTHER WORLD (SD)
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## NBC TV

AVERAGE AUDIENCE (Households (000) & %)	{	6,180 7.2	4,640 5.4	3,260 3.8	2,410 2.8	6,270 7.3	4,300 5.0
SHARE OF AUDIENCE %	{	28	21	13	9	23	17
AVG. AUD. BY ¼ HR. %	{	7.0	5.3	3.7	2.8	6.8	5.2

TOTAL AUDIENCE (Households (000) & %)	{	1,980 2.3 B. FORSYTH'S HOT STREAK (TU-F)(SUS-OP)	2,750 3.2 NEW LOVE AMERICAN STYLE (TU-F)(SUS-OP)	3,090 3.6 RYAN'S HOPE >(SUS-OP)	4,300 5.0 LOVING	9,880 11.5 ALL MY CHILDREN	9,620 11.2 ONE LIFE TO LIVE (SD)
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## ABC TV

AVERAGE AUDIENCE (Households (000) & %)	{	1,630 1.9	2,320 2.7	2,660 3.1	3,780 4.4	7,730 9.0	7,470 8.7
SHARE OF AUDIENCE %	{	7	10	10	14	27	27
AVG. AUD. BY ¼ HR. %	{	1.9	1.8	3.0	4.2	8.2	8.5

TOTAL AUDIENCE (Households (000) & %)	{	7,470 8.7 PRICE IS RIGHT 1	9,790 11.4 PRICE IS RIGHT 2 (SD)	10,310 12.0 YOUNG AND THE RESTLESS	7,900 9.2 AS THE WORLD TURNS	5,150 6.0 CAPITOL
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## CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{	6,530 7.6	8,420 9.8	7,900 9.2	9.2* 30 *	6,180 7.2	4,640 5.4
SHARE OF AUDIENCE %	{	28	35	30	31 *	22	17
AVG. AUD. BY ¼ HR. %	{	7.2	8.0	9.2	9.1	7.4	5.3

TOTAL AUDIENCE (Households (000) & %)	{	8,070 9.4 WHEEL OF FORTUNE	5,840 6.8 SCRABBLE	4,220 5.1 SUPER PASSWORD	3,010 3.5 SEARCH FOR TOMORROW	8,070 9.4 DAYS OF OUR LIVES	6,270 7.3 ANOTHER WORLD (SD)
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## NBC TV

AVERAGE AUDIENCE (Households (000) & %)	{	6,960 8.1	5,070 5.9	3,780 4.4	2,580 3.0	8,700 7.8	4,980 5.8
SHARE OF AUDIENCE %	{	30	21	15	10	23	18
AVG. AUD. BY ¼ HR. %	{	8.0	5.9	4.3	3.0	7.5	5.8

TV HOUSEHOLDS USING TV WK. 1	25.6	26.1	26.3	27.3	28.7	29.6	29.7	29.9	30.2	31.3	31.0	31.0	30.0	30.5	30.0	30.6
(See Def. 1) WK. 2	26.8	27.4	27.5	28.5	30.4	31.4	31.4	31.8	32.1	32.8	32.9	32.8	32.0	32.2	31.6	32.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY MON.-FRI. JAN.20-24, 1986

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,910 12.7		GENERAL HOSPITAL										12,110 14.1		ABC WORLD NEWS TONIGHT			
	ABC TV		{ 8,420												10,570					
	AVERAGE AUDIENCE (Households (000) & %)		{ 9.8		9.7*										12.3					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 30 9.7		31* 9.9 30* 9.9										21 12.2		12.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,390 8.6		GUIDING LIGHT (SD)(SUS-SD)										1,890 2.2		13,490 15.7		CBS EVENING NEWS- RATHER	
	CBS TV		{ 5,930												1,630		11,850			
	AVERAGE AUDIENCE (Households (000) & %)		{ 6.9		6.7*										1.9		13.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 21 6.6		21* 7.0 7.2 1.9 1.9										23 13.7		14.0			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 4,720 5.5		SANTA BARBARA												12,710 14.8		NBC NIGHTLY NEWS	
	NBC TV		{ 3,520														11,250			
	AVERAGE AUDIENCE (Households (000) & %)		{ 4.1		3.9*										4.3*		13.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 13 3.9		12* 4.1 4.4										13* 4.4		22 12.9		13.4	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 10,740 12.5		GENERAL HOSPITAL										(S)(OP)		11,420 13.3		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 8,420														9,880			
	AVERAGE AUDIENCE (Households (000) & %)		{ 9.8		9.7*										9.8*		11.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 29 9.6		30* 9.9 9.7										28* 9.7		19 11.5		11.6	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 7,560 8.8		GUIDING LIGHT (SD)(SUS-SD)										1,980 2.3		13,310 15.5		CBS EVENING NEWS- RATHER	
	CBS TV		{ 6,010												1,630		11,680			
	AVERAGE AUDIENCE (Households (000) & %)		{ 7.0		6.8*										1.9		13.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 21 6.7		21* 7.0 7.2 1.8 2.0										6 2.0		23 13.5		13.6	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 5,410 6.3		SANTA BARBARA												11,940 13.9		NBC NIGHTLY NEWS	
	NBC TV		{ 4,120														10,480			
	AVERAGE AUDIENCE (Households (000) & %)		{ 4.8		4.7*										4.9*		12.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 14 4.7		14* 4.8 5.0										14* 5.0		21 12.1		12.4	
U.S. TV Households: 85,900,000																				

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 18, 1986

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
					3,010 3.5		4,300 5.0		5,760 6.7		4,380 5.1		4,380 5.1		4,980 5.8	
					SCOOBY'S MYSTERY FUNHOUSE (SD)		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)	
					2,320 2.7		3,520 4.1		4,640 5.4		3,870 4.5		3,780 4.4		4,040 4.7	
					17		19		21		16		16		16	
					2.5	2.8	3.8	4.5	5.3	5.4	4.4	4.8	4.4	4.5	4.8	4.7
					4,210 4.9		5,070 5.9		8,590 10.0				7,820 9.1			
					BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
					3,090 3.6		4,300 5.0		6,010 7.0				4,900 5.7			
					23		23		26	6.5*		7.4*	20	5.8*		5.6*
					2.9	4.3	4.8	5.3	6.1	6.9	7.6	7.2	5.9	5.7	5.6	19 *
					3,010 3.5		4,720 5.5		6,270 7.3		7,390 8.6		8,500 9.9		7,220 8.4	
					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
					2,580 3.0		4,040 4.7		5,330 6.2		6,440 7.5		7,300 8.5		6,100 7.1	
					19		22		24		27		30		24	
					2.6	3.5	4.1	5.2	5.9	6.5	7.3	7.6	8.4	8.7	7.0	7.1

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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

					2,920 3.4		3,870 4.5		5,840 6.8		5,580 6.5		5,240 6.1		4,810 5.6	
					SCOOBY'S MYSTERY FUNHOUSE (SD)		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)	
					2,410 2.8		3,260 3.8		4,900 5.7		4,720 5.5		4,380 5.1		3,870 4.5	
					18		18		22		18		16		14	
					2.5	3.0	3.4	4.3	5.5	6.0	5.5	5.5	5.4	4.8	4.5	4.5
					3,260 3.8		4,040 4.7		8,680 10.1				8,250 9.6			
					BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
					2,320 2.7		3,350 3.9		6,010 7.0				5,580 6.5			
					17		18		25	6.1*		7.9*	20	6.6*		6.4*
					2.3	3.1	3.6	4.2	5.7	6.5	7.7	8.0	6.7	6.6	6.6	20 *
					4,040 4.7		6,010 7.0		5,840 6.8		7,650 8.9		9,960 11.6		9,190 10.7	
					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
					3,090 3.6		5,070 5.9		4,980 5.8		6,610 7.7		8,330 9.7		7,650 8.9	
					23		28		22		25		30		27	
					2.9	4.3	5.7	6.2	5.7	5.8	7.2	8.2	9.7	9.7	9.1	8.8

TV HOUSEHOLDS USING TV	WK. 1	8.5	9.7	11.4	13.2	16.3	19.4	21.0	21.7	25.7	27.0	28.1	28.6	28.1	28.0	28.6	29.4
(See Def. 1)	WK. 2	7.1	9.0	10.5	13.1	16.9	19.2	21.0	21.7	25.5	27.4	29.9	31.1	31.3	32.3	32.6	32.1

U.S. TV Households 85,900,000

For explanation of symbols, See page A.

DAY SAT. JAN. 25, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 18, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES																	DAY SAT.				
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,950 4.6		4,470 5.2		4,640 5.4		4,380 5.1		← AMERICAN BANDSTAND →											
	ABC TV	13 GHOSTS OF SCOOBY-DOO		LITTLES		ABC WEEKEND SPECIALS THE AMAZING BUNJEE VENTURE PART 1															
	AVERAGE AUDIENCE (Households (000) & %)	3,350 3.9		3,610 4.2		3,870 4.5		2,580 3.0		2.7*		3.3*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13 3.9		14 4.0		15 4.4		9 2.7		9* 2.7		10* 3.1		10* 3.5							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,810 5.6		5,070 5.9		3,950 4.6		5,070 5.9		← CBS NCAA BASKETBALL-SAT OHIO STATE VS BOSTON KENTUCKY VS FLORIDA MULTI-SEGMENT TELECAST											
	CBS TV	RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		GET ALONG GANG(B) (SD)													
	AVERAGE AUDIENCE (Households (000) & %)	3,780 4.4		4,040 4.7		3,180 3.7		4,120 4.8		5.0		3.4*		3.2*		3.4*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15 4.4		15 4.3		12 3.7		15 4.6		5.0		10* 3.1		10* 3.4		10* 3.3					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	7,470 8.7		5,500 6.4		4,300 5.0		5,500 6.4		← GRAND PRIX MASTER THNS-SA											
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T															
	AVERAGE AUDIENCE (Households (000) & %)	6,360 7.4		4,720 5.5		3,440 4.0		1,890 2.2		2.3*		2.2*		1.9*		2.4*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25 7.3		18 5.8		13 4.0		6 2.4		7* 2.3		6* 2.1		5* 1.9		7* 2.5					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,470 5.2		5,330 6.2		5,240 6.1		7,390 8.6		← AMERICAN BANDSTAND →											
	ABC TV	13 GHOSTS OF SCOOBY-DOO		LITTLES		ABC WEEKEND SPECIALS THE AMAZING BUNJEE VENTURE PART 2															
	AVERAGE AUDIENCE (Households (000) & %)	3,950 4.6		4,470 5.2		4,380 5.1		3,950 4.6		4.1*		5.2*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 4.4		16 5.1		15 5.0		14 4.3		12* 3.9		16* 5.1		16* 5.2							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,300 5.0		4,210 4.9		3,180 3.7		4,380 5.1		9,790 11.4		← CBS NCAA BASKETBALL-SAT ILLINOIS VS INDIANA									
	CBS TV	RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		GET ALONG GANG- SAT(B) (SD)													
	AVERAGE AUDIENCE (Households (000) & %)	3,780 4.4		3,690 4.3		2,580 3.0		3,350 3.9		3,870 4.5		3.3*		3.8*		5.1*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 4.3		13 4.5		9 3.0		12 3.8		13 4.1		10* 3.3		11* 3.6		15* 4.0					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	8,640 10.1		6,360 7.4		5,150 6.0		4,720 5.5		9,020 10.5		← NBC COLLEGE BSKBL SAT LOUISVILLE VS KANSAS UCLA VS CALIFORNIA MULTI-SEGMENT TELECAST									
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS													
	AVERAGE AUDIENCE (Households (000) & %)	7,100 8.5		5,240 6.1		4,040 4.7		3,690 4.3		3,520 4.1		3.6*		3.9*		3.7*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27 8.6		19 6.3		14 4.4		13 4.5		11 4.0		10* 3.3		11* 3.8		10* 4.0					
TV HOUSEHOLDS USING TV		WK. 1	29.2	30.3	30.4	31.1	30.6	31.4	30.8	32.0	31.9	32.6	33.0	32.6	33.1	33.6	33.9	34.6			
(See Def. 1)		WK. 2	31.7	32.5	32.2	32.3	32.7	33.8	33.7	34.0	33.9	34.7	34.5	34.5	34.7	36.5	37.3	38.7			

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. JAN. 25, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 18, 1986

		TIME															
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	9,020 10.5 — PRO BOWLERS TOUR (3:00-4:30PM)(-OP) — 12,460 14.5 — ABC WIDE WORLD SPORTS SAT (4:11-6:00PM) OP — 12,280 14.3 ABC WRLD NEWS TONIGHT-SAT															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	5,070						6,010								10,310	
	SHARE OF AUDIENCE %	5.9	4.7*			6.0*		6.9*	7.0	6.3*	7.1*	7.5*				12.0	
	AVG. AUD. BY ¼ HR.	15	13*			16*		17*	15	15*	16*	15*				21	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	8,500 9.9 — CBS NCAA BASKETBALL-SAT OHIO STATE VS BOSTON KENTUCKY VS FLORIDA MULTI-SEGMENT TELECAST(-OP) — 8,500 9.9 CBS NCAA BASKETBALL-GM 2 SYRACUSE VS LOUISVILLE ARIZONA VS MIAMI (4:00-6:05PM)(OP) — 7,650 8.9 CBS SAT. NEWS-SCHIEFFER															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)		3.5*		3.6*	3.7	3.3*	3.8	3.5	3.6	3.6	3.9	4.1*	4.9		7,650	
	SHARE OF AUDIENCE %		10*		10*	9	9*	9*	9*	9*	9*	9*	9*	9*		8.9	
	AVG. AUD. BY ¼ HR.		3.5	3.5	3.6	3.6	3.3	3.3	3.8	3.5	3.6	3.9	4.3	4.9		16	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	9,190 10.7 — NBC COLLEGE BSKBL SAT UCLA/NOTRE DAME (2:30-4:30PM) — 9,190 10.7 BOB HOPE GOLF-SAT — 8,850 10.3 NBC NIGHTLY NEWS-SAT.															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)		2.7*		3.0*	4.0*		3,780	4.4	3.9*	4.0*	4.4*				7,650	
	SHARE OF AUDIENCE %		8*		8*	10*		10	10*	10*	10*	10*				8.9	
	AVG. AUD. BY ¼ HR.		2.8	2.5	2.7	3.3	4.0	4.1	3.7	4.1	3.9	4.0	4.1	5.3	5.8	16	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	9,190 10.7 — PRO BOWLERS TOUR — 13,230 15.4 — ABC WIDE WORLD-SPORTS SAT (4:30-6:05PM) — 10,480 12.2 ABC WRLD NEWS TONIGHT-SAT															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	5,240						6,960								8,680	
	SHARE OF AUDIENCE %	6.1	5.4*			6.1*		6.8*	8.1	7.0*	8.6*	8.8*				10.1	
	AVG. AUD. BY ¼ HR.	15	14*			15*		17*	17	16*	18*	18*				18	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	6,960 8.1 — CBS NCAA BASKETBALL-GM 2 ST. JOHN'S VS PITTSBURGH USC VS ARKANSAS MULTI-SEGMENT TELECAST(-OP) — 1,370 1.6 PHOENIX OPEN GOLF-SAT — 6,960 8.1 CBS SAT. NEWS-SCHIEFFER															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,090						1,550		3,950						8,930	
	SHARE OF AUDIENCE %	3.6	3.8*			3.4*		3.3*	1.8	4.6	3.9*	5.3*				10.4	
	AVG. AUD. BY ¼ HR.	9	10*			9*		8*	4	10	9*	12*				18	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	10,140 11.8 — NBC COLLEGE BSKBL 2 SAT GEORGIA TECH VS NORTH CAROLINA (3:16-5:03PM)(OP) — 9,960 11.6 NBC NIGHTLY NEWS-SAT.															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)		5,070													8,590	
	SHARE OF AUDIENCE %		5.5*	5.9		5.9*		5.8*		6.2*						10.0	
	AVG. AUD. BY ¼ HR.		14*	15		15*		15*		15*						18	

TV HOUSEHOLDS USING TV		WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
(See Def. 1)		35.3	36.8	38.0	38.7	39.3	41.0	41.2	41.9	44.0	46.1	47.8	50.1	52.9	55.1	56.1	56.8
		38.6	39.1	40.4	40.5	40.3	41.4	43.0	44.4	45.9	47.0	48.3	49.9	53.5	55.6	55.7	57.4

U.S. TV Households: 85,900,000

(1) CBS NCAA BASKETBALL-POST, CBS, (4:49-5:00PM)

A-31 (2) NBC COLLEGE BSKBL SAT, LOUISVILLE VS KANSAS &amp; UCLA VS CALIFORNIA, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A

DAY SAT. JAN. 25, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 19, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

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1

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

FOR OUR TIMES  
(SUS)

SUNDAY MORNING

FACE THE NATION

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

8,330  
9.7

3,690  
4.3

4,810  
5.6  
21  
4.4

4.7\*  
22\*  
5.0

6.0\*  
22\*  
5.7  
6.3

6.2\*  
21\*  
6.4  
6.0

2,830  
3.3  
11  
3.3  
3.2

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

8,250  
9.6

3,260  
3.8

4,900  
5.7  
22  
4.2

4.8\*  
22\*  
5.3

6.0\*  
24\*  
5.9

6.2\*  
21\*  
6.1  
6.3

2,580  
3.0  
8  
3.2  
2.9

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

7.0	7.7	9.1	11.0	11.4	16.0	19.8	21.5	23.1	24.8	27.3	29.5	30.3	31.1	32.4	32.4
6.8	7.7	9.4	11.1	11.6	16.0	18.1	20.7	23.5	25.5	26.3	27.0	28.5	29.9	30.0	31.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN JAN 26 1986

WEEK 1

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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																6,790 7.9 ABC WRLD NWS TONITE-SU(B)
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																5,930 6.9 13 6.8 7.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
2	TOTAL AUDIENCE (Households (000) & %)																12,710 14.8
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																7,390 8.6 19 6.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																7.3 6.6 7.1 7.1 8.2 8.8 6.9 7.9 8.5 8.9 9.4 9.5 11.0 12.0
3	TOTAL AUDIENCE (Households (000) & %)																11,680 13.6
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																9,880 11.5 21 11.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																12.0
4	TOTAL AUDIENCE (Households (000) & %)																10,050 11.7
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																6,010 7.0 17 5.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																5.8* 6.8* 7.6* 6.1 5.9* 5.7* 6.7* 8.5* 6.8 6.8
5	TOTAL AUDIENCE (Households (000) & %)																5,840 6.8 (1) (OP)
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																5,840 6.8 12 6.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
6	TOTAL AUDIENCE (Households (000) & %)																4,120 4.8 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																3,440 4.0 6 3.7 4.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
7	TOTAL AUDIENCE (Households (000) & %)																4,810 5.6 CBS EVENING NEWS-SUNDAY
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																3,950 4.6 7 4.2 5.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
8	TOTAL AUDIENCE (Households (000) & %)																34,020 39.6
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																35,820 41.7 69 36.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																41,490 48.3 70 45.9
9	TOTAL AUDIENCE (Households (000) & %)																56,950 66.3
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																50.3* 77* 49.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																49.8* 73* 50.2
10	TOTAL AUDIENCE (Households (000) & %)																49.7* 72* 69.7
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																58.0 69.4 69.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																

U.S. TV Households: 85,900,000  
(1) NBC NIGHTLY NEWS-SUN, NBC, (6:47-7:00PM)

(2) SUPER BOWL XX KICKOFF SPL, NBC, (4:58-5:14PM)(S)

For explanation of symbols, See page A.

## e/sen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

[illegible][illegible]

A-40

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING SUNDAY-CONT'D																	46.0		
NBC SUPER BOWL XX(S)-CONT'D			9.00																
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	11,250	13.1	11,250	13.1	19	13.1		35,910	41.8	30,410	35.4	49		31.7		
NBC SUPER BOWL XX POST(S)	2	9.05- 9.37PM	-GRID 9.30								27,230	31.7	27,230	31.7	45		31.7		
NBC NBC NEWS DIGEST-SUN	2	9.34- 9.35PM	9.30								14,170	16.5	14,170	16.5	25		16.5		
NBC NBC NEWS DIGEST-2-SUN.	2	10.30-10.31PM	10.30																
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	6,270	7.3	5,150	6.0	17	6.6 5.4 4.1	M-F M-F MTWTH	6,440	7.5	4,980	5.8	16	6.5 5.1 4.4	M-F M-F TU&TH		
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30	1,630	1.9	1,460	1.7	7	1.8 1.7 1.6	M-F M-F MWF	1,550	1.8	1,290	1.5	6	1.6 1.4 1.1	M-F M-F MTUTH		
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	14,260	16.6	14,260	16.6	23	16.6	MTUTH	14,090	16.4	14,090	16.4	24	16.4	TU&TH		
CBS NEWSBREAK-M-F	1	>	9.45	12,800	14.9	13,140	15.3	23	14.9	M-F	11,770	13.7	11,770	13.7	20	13.7	M-F		
	2	9.58- 9.59PM	9.45								7,040	8.2	4,980	5.8	19	6.3	M-F		
CBS CBS LATE NIGHT I		>	11.30 11.45	6,960	8.1	4,810	5.6 5.9*	18 16*	6.2 5.5	M-F M-F				6.1*	17*	5.9	M-F		

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS DIGEST-2-M-F	2	>	9.30									9,190	10.7	9,190	10.7	16	9.3	M-F	
	1	9.58- 9.59PM	9.45	10,220	11.9	10,220	11.9	17	11.9	TU&TH							11.5	M-F	
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,880	11.5	6,270	7.3	23	8.6	M-F		10,740	12.5	6,790	7.9	24	9.1	M-F	
			11.45				8.2*	23*	7.7	M-F					8.7*	24*	8.3	M-F	
			12.00						7.2	M-F							7.7	M-F	
			12.15				6.5*	24*	5.9	M-F					7.1*	25*	6.4	M-F	
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,950	4.6	3,350	3.9	19	4.1	M-TH		4,040	4.7	3,350	3.9	19	4.2	M-TH	
			12.45						3.6	M-TH							3.6	M-TH	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,360	7.4	3,440	4.0	19	5.8	FRI.		6,700	7.8	3,260	3.8	19	5.3	FRI.	
			12.45				5.4*	22*	5.1	FRI.					5.0*	20*	4.7	FRI.	
			1.00						4.0	FRI.							3.9	FRI.	
			1.15				3.9*	19*	3.7	FRI.					3.6*	19*	3.2	FRI.	
			1.30						3.1	FRI.							2.8	FRI.	
			1.45				2.7*	16*	2.3	FRI.					2.7*	18*	2.6	FRI.	
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,920	3.4	2,490	2.9	19	3.1	M-TH		3,180	3.7	2,580	3.0	19	3.3	M-TH	
			1.15						2.7	M-TH							2.8	M-TH	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,460	1.7	1,290	1.5	16	1.5	M-F		1,290	1.5	1,290	1.5	17	1.5	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,060	2.4	1,980	2.3	16	2.3	M-F		2,150	2.5	1,980	2.3	17	2.3	M-F	

ABC ABC SPECIAL REPORT-11:00A(SUS)	2	11.00-12.10PM	11.00																
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	7,650	8.9	7,650	8.9	29	8.9	M-F		7,470	8.7	7,470	8.7	28	8.7	M-F	MON.
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00									9,360	10.9	6,270	7.3	21	7.0	WED.	
			4.15												7.1*	21*	7.1	WED.	
			4.30														7.5	WED.	
			4.45												7.5*	20*	7.5	WED.	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,550	1.8	1,120	1.3	13	1.2	M-F		1,460	1.7	1,120	1.3	13	1.1	M-F	
			6.45						1.5	M-F							1.4	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,670	6.6	5,580	6.5	24	6.5	M-F		7,130	8.3	6,790	7.9	28	7.9	M-F	
CBS NEWSBREAK-3.44	2	>	3.30									5,930	6.9	5,930	6.9	20	6.8	M-F	
			3.45														6.9	M-F	
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	5,330	6.2	5,330	6.2	18	6.2	M-F		5,330	6.2	5,330	6.2	17	6.2	M-F	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45																
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45																
CBS NEWSBREAK-3.44	1	3.45- 3.46PM	3.45	6,010	7.0	6,010	7.0	21	7.0	M-F									
CBS CBS SCHOOLBREAK SPECIALS(S)	1	4.30- 5.30PM	4.30	10,820	12.6	7,130	8.3	20	6.9	TUE.									
			4.45				7.2*	18*	7.4	TUE.									
			5.00						9.2	TUE.									
			5.15				9.5*	21*	9.8	TUE.									
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,920	3.4	2,150	2.5	19	2.2	M-F		2,750	3.2	2,060	2.4	19	2.1	M-F	
			6.45						2.8	M-F							2.8	M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,950	4.6	3,950	4.6	15	4.6	M-F		4,550	5.3	4,550	5.3	16	5.3	M-F	
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	3,090	3.6	2,320	2.7	15	2.7			3,090	3.6	2,410	2.8	16	2.8		

A-44 Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NIELSEN NATIONAL WEEKLY AUDIENCE ESTIMATES																			
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																			
ABC ABC FUN FIT-10:55AM		10.55-10.59AM	10.45	4,300	5.0	3,520	4.1	14	4.1		4,470	5.2	3,520	4.1	13	4.1			
ABC PRO BOWLERS TOUR	1	3.00- 4.33PM	-GRID 4.30	9,020	10.5	5,070	5.9	15	6.2										
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11.26AM		11.26-11.29AM	11.15	4,300	5.0	3,610	4.2	14	4.2		4,470	5.2	3,950	4.6	14	4.6			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,380	5.1	4,120	4.8	15	4.8		3,780	4.4	3,350	3.9	12	3.9			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,550	5.3	4,120	4.8	15	4.8		3,520	4.1	3,180	3.7	11	3.7			
CBS CBS NCAA BASKETBALL-SAT	1	2.00- 4.02PM	-GRID 4.00	7,390	8.6	2,920	3.4	10	<<										
CBS CBS NCAA BASKETBALL-GM 2	2	3.00- 4.55PM	-GRID 4.45 5.00								6,960	8.1	3,090	3.6 3.7* 1.5*	9 9* 3*	3.7 1.5			
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,440	4.0	3,090	3.6	20	3.6		5,150	6.0	4,720	5.5	32	5.5			
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,720	5.5	4,550	5.3	23	5.3		5,760	6.7	5,410	6.3	28	6.3			
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,300	8.5	7,130	8.3	30	8.3		8,590	10.0	8,250	9.6	29	9.6			
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,440	7.5	6,270	7.3	24	7.3		7,390	8.6	7,130	8.3	26	8.3			
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	4,550	5.3	4,470	5.2	17	5.2		5,410	6.3	4,900	5.7	18	5.7			

NBC NBC COLLEGE BSKBL SAT	2	1.00- 3.13PM	-GRID 3.15								9,020	10.5	3,520	4.1	11		3.3
DAY SUNDAY																	
CBS NBA ON CBS	2	12.00- 2.37PM	-GRID 2.30								16,240	18.9	7,040	8.2 9.7*	21 21*		9.7
CBS CBS NCAA BASKETBALL-SUN	1	2.30- 4.31PM	-GRID 4.30	12,280	14.3	6,360	7.4	18	7.5								
NBC GRAND PRIX MASTER TNNS-SU(S)	1	12.30- 3.14PM	-GRID 3.00	10,050	11.7	3,520	4.1 5.4*	11 14*	5.4								
NBC SPORTSWORLD	1	3.14- 4.35PM	-GRID 4.30	10,050	11.7	6,010	7.0	17	8.1								
NBC SUPER BOWL XX PRE(S)	2	3.00- 4.58PM	-GRID 4.45								34,020	39.6	18,040	21.0 28.1*	42 51*		30.6
NBC BOB HOPE GOLF-SUN(S)	1	4.35- 6.47PM	-GRID 6.45	13,310	15.5	6,100	7.1 9.5*	15 17*	8.6								
NBC SUPER BOWL XX KICKOFF SPL(S)	2	4.58- 5.14PM	-GRID 5.00								38,310	44.6	35,820	41.7	69		42.5



# Correction Notice

**A.C. Nielsen Company**

Nielsen Plaza  
Northbrook, IL 60062  
(312) 498-6300

1290 Avenue of the Americas  
New York, NY 10104  
(212) 708-7500

70 Willow Road  
Menlo Park, CA 94025  
(415) 321-7700

March 21, 1986

NIELSEN NATIONAL TV RATINGS REPORT  
 2ND JANUARY 1986 REPORT  
 January 13-January 26, 1986

Audience estimates for CBS NCAA BASKETBALL-GM 2 were incorrect in the above report. Following are the corrected data.

**Nielsen** NATIONAL TV AUDIENCE ESTIMATES

					WEEK 1						
DAY	NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY	TELE- CAST DAYS
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	% HR	
PAGE A-30											
DAY SATURDAY											
CBS	CBS NCAA BASKETBALL-GM 2	1	4.00-6.05PM	4.00	9,710	11.3	3,870	4.5	11	3.8	
				4.15				3.9*	10*	4.0	
				4.30						4.6	
				4.45				4.5*	11*	4.3	
				5.00						4.4	
				5.15				4.4*	11*	4.5	
				5.30						4.6	
				5.45				4.8*	11*	5.1	
				6.00						5.5	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME						NO. OF T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK 3	DAY	START TIME	DUR	NET	PROG. TYPE†	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
PAGE 39 WEEKEND DAYTIME														
CBS NCAA BASKETBALL-GM 2 3						173	169	94	90	A	4.1	10	352	
1	SAT.	4.00P	125	CBS	SE									
2	SAT.	3.00P	115											
		3.00-3.30								A	3.8	10	326	
		3.30-4.00								A	3.4	9	292	
		4.00-4.30								A	3.6	9	309	
		4.30-5.00								A	4.2	10	361	
		5.00-5.30								A	3.7	9	318	
		5.30-6.00								A	4.8	11	412	